

**IBM**  
**TALKING vs. DOING II**  
**“Treehuggers EMEA Only” :30 — Energy Efficiency**  
**09.06.2008**

*An authoritative, old-school manager confronts a young subordinate about the company’s Green initiative.*

**Steve:** I’ve been looking over your “green” proposal...

**Tiffany:** Great.

**Steve:** It’s fine, just fine. I’m sure it’ll make people feel real good about the company. Should go over big with the tree huggers too. But see the folks that I report too – they don’t eat granola. So, lemme ask ya...why would I sign this?

**Tiffany:** *(Confident and straightforward)*  
This plan could cut our energy costs by 40 percent

**Steve:** 40 percent?

**Tiffany:** And reduce carbon emissions. We spent 18 million dollars on energy last year.

*He’s speechless.*

**Steve:** Where do I sign?

**TITLES:** STOP TALKING.  
START SAVING.

**LOGO:** IBM  
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