



Certificate In World Class Business Sustainability

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Transforming
Business *for Good*



Course content

Why Choose this Training Course?

For the business community, sustainability is more than mere window-dressing, it is transforming the competitive landscape. By adopting sustainable practices, companies can gain competitive edge, increase their market share, and boost shareholder value. What's more, the growing demand for 'green' products has created major new markets in which sharp-eyed eco-entrepreneurs are reaping rewards. The Certificate in World Class Business Sustainability introduces the strategies and tools that companies can use to translate an aspiration for sustainability into practical, effective solutions. The focus will be on practical applications from within business in a global setting with Case Studies from around the world.

This training course will feature:

- Development and definition of Sustainability
- The driving forces behind Sustainability
- Stakeholder Expectations
- Strategies, Tools and Concepts for developing sustainability
- Planning, Strategy Development and Reporting

By the end of this training course, participants will be able to:

- Develop an acute perception of the dimensions of business issues
- Make sense out of complexity and an uncertain future
- Be cognizant of the implications of a choice for all the affected parties
- Be decisive in profits, people and planet issues
- Be flexible for further change if warranted in the future

Who is this Training Course for?

Created for professionals with social or environmental responsibilities, those new to the discipline, and those who aspire to a career in sustainability and social responsibility.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Leaders engaged in strategic planning and delivery
- Managers with social and environmental responsibilities
- Professionals wishing to refresh sustainability
- Refresher and update for experienced sustainability practitioners
- Senior leaders with corporate and governance responsibilities



Course content

Day One: Who, What & Why of Sustainability

- The history of sustainability
- Benefits of business sustainability
- Stakeholder expectations
- Sustainability operating systems
- Company policies
- Organisational structures

Day Two: Motivation & Driving Forces

- Competitive advantage
- Market share & value
- Motivation: autonomy, mastery & purpose
- Planning & strategy development
- Goals and indicators
- Sustainability reporting and other communications

Day Three: Bottom Line - Profit

- Tools and concepts for profit sustainability
- Business acumen
- Understanding market opportunities
- Green products
- Supply Chain & Kaizen policies
- Case Studies from around the world

Day Four: Bottom Line - People

- Tools and concepts for people sustainability
- Transformational leadership
- Team cohesion for improved productivity
- Managing highly effective teams
- Supporting the community
- Case Studies from around the world

Day Five: Bottom Line - Planet

- Tools and concepts for planet sustainability
- Transparency of reporting
- Working within the community
- Ethical resourcing
- Kaizen – waste reduction - recycling
- Case Studies from around the world

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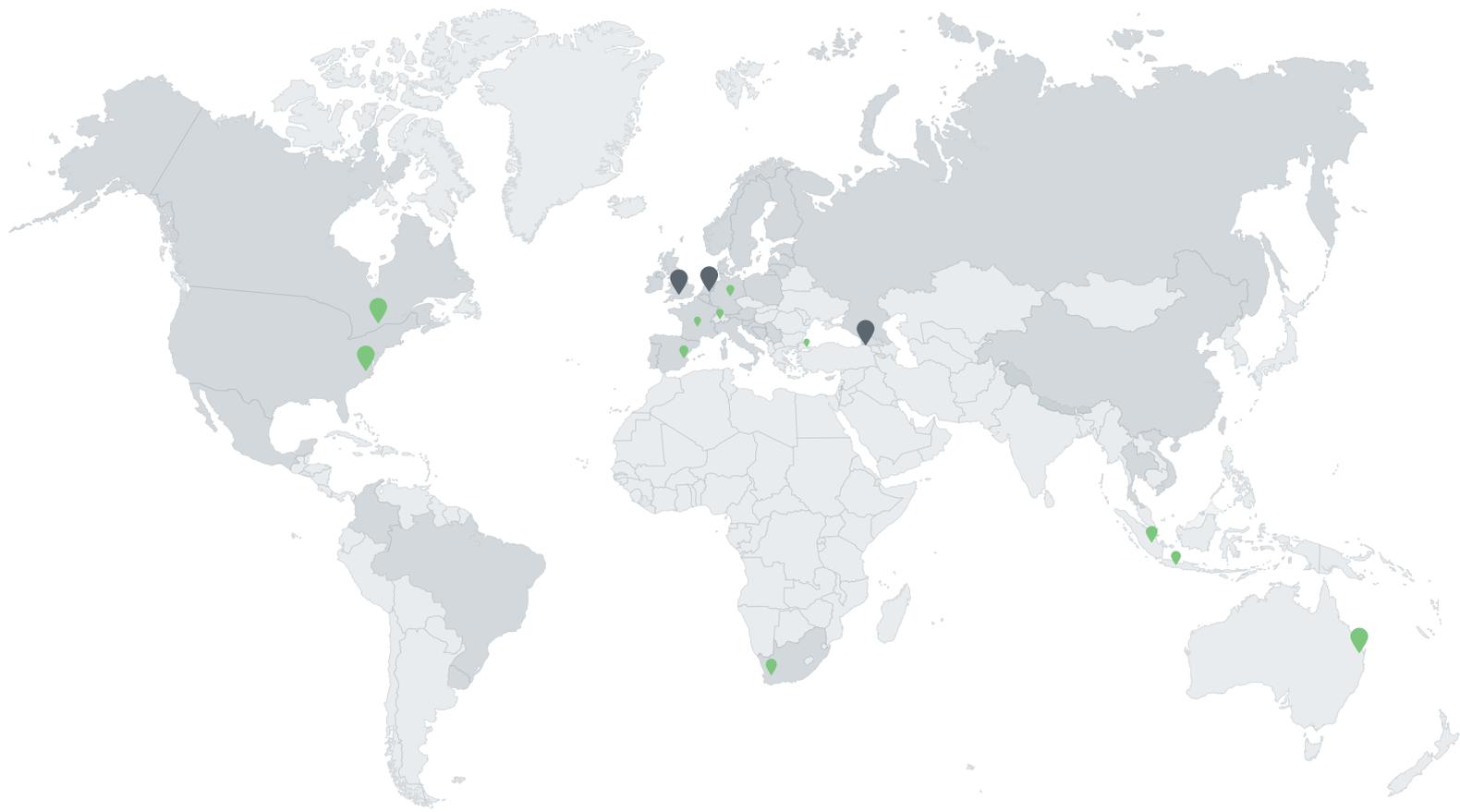
About **informatech** GLOBAL
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informatech is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.



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