



CERTIFIED CSR MASTERCLASS SERIES



CSR Economics

Value, Impact & Results

■ Business Success

■ Social Impact

■ Environmental Stewardship

CSR Economics
Impact Metrics

Accra, Ghana
Nov 20-24, 2017

Nov 20-22
Nov 23-24

Montego Bay, Jamaica
Jan 29-Feb 2, 2018

Jan 29-31
Feb 1-2

DETAILED INFORMATION PACKAGE

The World has Changed... Prepare for Success

Why these programs

Social and sustainability performance are key to business & career success. Prepare yourself and your organization for success in today's complex business climate.

Overview

Designed to provide executives, leaders and senior government officials with the ability to develop and implement strategies to effectively manage CSR & Sustainability as well as future-proof their organization (and careers).

Objectives

Pragmatic integration of theory and practice designed to drive on-the-job success. Participants will understand key concepts, challenges and opportunities and be given practical tools, frameworks and plans to manage them effectively.

Target Audience

Leaders, Executives and Change Makers from business, government, international organizations, IFIs, NGOs, foundations and charities.

Dates/Costs/Logistics

CSR Economics [3-days] \$2,499, Five Day Masterclass Series (CSR Economics & Impact Metrics): \$3,499
Registration and Earlybird Group Rates (<http://bit.ly/CSR-Results>)

Faculty Lead



Wayne Dunn, President & Founder, CSR Training Institute & former Professor of Practice in CSR at McGill University.
10,000+ hours of senior level global experience



Visit our site at: csrtraininginstitute.com
Contact info@csrtraininginstitute.com for more information

REGISTER NOW
<http://bit.ly/CSR-Results>

Value and Impact

CSR: A Key driver of business & career success

Changing customer, stakeholder and governmental expectations makes it imperative that business deliver social value alongside shareholder value. This places social responsibility at the core of business value propositions.

Business success requires an integrated and disciplined approach to understanding and managing CSR economics and efficient value creation.

Success will require shifting CSR from zero-sum value transfer to an integrated approach that drives social and business value



CSR, Shared Value and Sustainability are the fastest growing issues for shareholders today...



We train companies and personnel to succeed in this reality.

Society and markets expect social, environmental and business performance...

If your organization wants to become more efficient at creating social and societal value along with shareholder value this is a must-do program.

The program will take participants from CSR theory to the practical basics of designing and managing programs and activities that are efficient at creating social and organizational value. A highlight of the program is the pragmatic tools and frameworks that participants can use immediately.

"A resounding recommendation for all levels of leaders." Mark Thorpe, Senior VP, Corporate Responsibility, Torex Gold

PROGRAM OBJECTIVES

The primary objective is to help individuals and organizations become more efficient at creating and aligning social, environmental and business value.

Customized integration of theory and practice will allow participants to comprehend critical issues and trends, and have the practical tools and understanding that allows them to apply the knowledge to their work.

The entire program is designed so participants can hit the ground with impact, making a difference from day one.

"...no-nonsense, refreshing and balanced approach" Jillaine Kassem, Social Innovation & Impact, Desarrollo al Cubo

CSR Economics Program Information

TOPICS COVERED

The program will cover the full range of key CSR Topics from an efficiency, impact and results perspective. This will include strategy, communications, stakeholder engagement, standards and norms, impact measurement, social license, reputational capital, partnerships, environmental economics, etc.

The topics will be covered through lectures and videos followed by case studies, group work and other exercises designed to enable practical application of the learnings from the lectures.



“Outstanding... Engaging and thought provoking - you leave with a strategic mindset”

Angela Christine Martin, King Faisal Specialist Hospital

TARGET AUDIENCE

C-Suite to Project Team:

Organizations

- ✓ Private Sector
- ✓ NGOs
- ✓ Government
- ✓ International Organizations
- ✓ Foundations

Roles

- ✓ C-Suite Executives
- ✓ Board Members
- ✓ Managers
- ✓ Front-line Staff
- ✓ Community Leaders



“Great programme, great faculty, excellent facilitation!” Dr. Toni Aubynn,
CEO, Ghana Minerals Commission

“This brought a level of strategic thinking that had been lacking.” Patch Bonkemeyer,
Group CEO, Cape Pine Investment Holdings

AUDIENCE MAKEUP

Suitable for people from all levels of an organization; from Board members and senior executives through to front-line staff.

Presentation and content is designed to engage, simulate and drive results for business as well as NGOs, public and private sector organizations, international agencies and government departments

Valuable team-building exercise as well as a practical, professional development program. Participants build common understanding and perspectives on key issues that can translate into improved group and organizational performance.

FACULTY LEAD BIO



Wayne Dunn is President & Founder of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with a M.Sc. in Management from the Stanford Graduate School of Business. Wayne has nearly 30 years of CSR and Sustainability experience that spans the globe and encompasses a range of business sectors as well as governments, NGOs and international organizations.

He is a Founding Member of the EU Africa Chamber of Commerce and has delivered corporate, NGO and development focused consulting and training programs worldwide. He has helped numerous companies successfully meet evolving regulatory requirements and marketplace expectations. His experience encompasses award winning global CSR and sustainability work including industry projects, CSR strategy and CSR Policy assignments. He has developed and taught CSR and shared value programs for executives and leaders worldwide.

Wayne is recognized as a global thought-leader and is a frequent lecturer and speaker on business, social responsibility, economics, development and strategy at events worldwide.



CANADIAN
UNIVERSITY DUBAI

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 **CSR TRAINING
INSTITUTE**
Where Business Meets Community

EXECUTIVE ACTION FORUMS

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