

CSR ECONOMICS AND IMPACT MEASUREMENT



- ✓ *Design and manage programs that efficiently create social and organizational value*
- ✓ *Develop and implement measurement programs to drive social performance*
- ✓ *Integrate the SDGs with impact measurement to enhance stakeholder relations*



CANADIAN
UNIVERSITY DUBAI
Your portal to Canadian education

To be Scheduled Q4 2018
Lagos, Nigeria



“Coherent, thoughtful, stimulating, innovative and insightful – state of the art! The network of participants from the public, private and civil society sectors was incredible, some of the leading experts in the field.”

*Dr. Kojo Busia
Snr. Mineral Sector Governance Advisor
United Nations Economic Commission for Africa*

CORPORATE SOCIAL RESPONSIBILITY FOR ORGANIZATIONAL SUCCESS

Corporate Social Responsibility (CSR) is an increasingly critical issue for firms, employees, consumers, investors, governments, and NGOs. Organizations must be able to successfully develop and implement strategies to effectively manage CSR and sustainability to future-proof their organizations and careers, and create competitive advantage.

Some see it as just charity, but companies that “get it” and embrace it strategically can use CSR and sustainability performance to drive success and propel innovation, cost savings, brand differentiation, and customer and employee engagement. Whether you embrace it or not, you should be prepared for the impact that CSR’s increasing importance will have on your organization, sector, and career.

With decades of experience working with CSR and Sustainability, the professionals at the CSR Training Institute can help you better position your organization for success.

With our guidance and expertise, you’ll be ready to turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate a synergistic alignment between business value, social value, and environmental stewardship.

The CSR Training Institute’s team has 20+-years experience with a variety of projects, programs, and training throughout West Africa, including Nigeria. They have helped dozens of public and private organizations from around the world to integrate and align shareholder value through strategic CSR and engagement with the SDGs.



“A resounding recommendation for all levels of leaders.”

*Dr. Mark Thorpe
Senior Vice President,
Corporate Responsibility, Torex Gold*



ABOUT OUR PROGRAMS

PART ONE: CSR Economics - Value, Impact, and Results

Lagos, Nigeria | To be Scheduled Q4 2018

Business today is under increasing pressure to produce social value while aligning shareholder value, social impact and environmental stewardship to drive success and competitive advantage. If your organization wants to become more efficient in these areas, this is a program that you should not miss!

Program Overview

This program covers the full range of key CSR topics with a focus on efficiency, impact, and results. From standards and norms, to impact measurement, social license, reputational capital, partnerships, environmental economics and more, participants will be guided through the basics of using CSR to create value, impact, and advantage.

Using a unique blend of lectures, videos, small group-work, customized case studies and role-playing scenarios participants will comprehend critical issues and understand how to:

- ✓ Be more efficient at creating and aligning social, environmental and business value;
- ✓ Hit the ground running to create impact and make a difference from day one; and
- ✓ Leave with pragmatic tools and frameworks that can be applied to the workplace immediately.

PART TWO: CSR Impact Measurement

Lagos, Nigeria | To be Scheduled Q4 2018

Social impact and sustainability performance have become critical for business and career success. They are key success factors, yet most organizations struggle to effectively measure and manage social impact, resulting in less effective management, planning, budgeting and financing of programs that can drive business results.

Program Overview

By learning what to measure and how, identifying key metrics and properly gathering and managing data, you can give your organization a key competitive advantage in this dynamic and rapidly evolving landscape.

Two days of interactive lectures, videos,



“Outstanding, engaging and thought provoking ... you leave with a strategic mindset.”

*Angela Christine Martin
King Faisal Specialist Hospital*





"This brought a level of strategic thinking that had been lacking."

*Patch Bonkemeyer
Group CEO
Cape Pine Investment Holdings*



small group-work, customized case studies and role-playing scenarios provide participants with a strategic understanding and practical tools to drive business and sustainability performance.

- ✓ Better understand Impact Measurement Theory through pragmatic tools and frameworks for on-the-ground success;
- ✓ Develop and implement measurement programs that drive social performance and business success; and
- ✓ Integrate the SDGs with impact measurement to enhance stakeholder relations.

The Certified Master Class Series

The Managing CSR for #ValueCreation Certified Masterclass series provides participants with intense and engaging learning experiences across critical CSR and Sustainability areas. Participants focus on critical areas to develop a practical, value-creation focused understanding and emerge with tools, frameworks, and strategies that can immediately be used to drive business value and career success. For more information on all of our program offerings, visit www.CSRTrainingInstitute.com.

Who Should Attend

This program is designed for professionals and executives who are responsible for strategy, stakeholder and community engagement.

ORGANIZATIONS

- Private Sector
- NGOs
- Government
- Foundations

ROLES

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

Pricing

CSR Economics (3-days)	\$2,999.00
CSR Impact Measurement (2-days)	\$2,499.00
Both Programs (5-days)	\$3,499.00

REGISTER TODAY!

To be Scheduled Q4 2018 at <http://bit.ly/CSR-Results>

Strategic CSR, SDGs, and Sustainability videos and lectures can be found on our Strategic CSR Video Channel at <http://bit.ly/Strategic-CSR>.

ABOUT THE CSR TRAINING INSTITUTE

The CSR Training Institute is a private, mission-driven organization created to develop ground-breaking initiatives to help businesses turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate synergistic alignment between business value, social value, and environmental stewardship.

Our passion is to work hand in hand with organizations to create shareholder and societal value, simultaneously, and help our clients develop strategies and solutions to make long-term, value and sustainability impacts. Visit our website at CSRTrainingInstitute.com.

WAYNE DUNN: FACULTY / PROJECT LEAD

Wayne Dunn is President of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford Business School.



Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'atheer 2016, the MENA CSR, and Social Impact Summit.

He has decades of global CSR and sustainability project experience having designed and implemented successful and award-winning programs worldwide, covering a range of industry sectors including governments, international organizations and civil society.

He has authored pragmatic works on CSR and Sustainability, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

Wayne lives on Vancouver Island in Canada and has worked extensively throughout Africa over the past two decades.



“Professor Dunn brings a practical and realistic approach blending theory and practice to develop pragmatic approaches that address real-world challenges and opportunities.”

*Dr. Ellis Armstrong
Former CFO, BP Exploration*





"The CSR Program put together by Professor Dunn and the CSR Training Institute is a pragmatic blend of theory and practice, very applicable to helping organizations meet real-world challenges."

*Frank McShane
Manager, Corporate Responsibility Policy,
and Ethics Talisman Energy*



Contact us at:

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**SUSTAINABLE
DEVELOPMENT
GOALS**