



Advanced Sustainability Programme (ASP)

Masterclass 21-23 May 2019

TESTIMONIALS



Insights from 2018 Participants

After searching for precisely this kind of dedicated programme I was impressed by the quality of teaching, wealth of relevant content and the thoughtful balance between academic rigour and real-life work.

R. Madlani, RBS London
Director, Sustainable Energy Division

Effective sustainability practice requires up-to-the-moment learning. That's what this programme delivered.

O. Victor-Laniyan, Access Bank Plc
Head, Sustainability - Lagos

The genuine boost to my knowledge and skills will empower me during those crucial high-level conversations when the chance is there to begin aligning sustainability practices with corporate goals.

F. Komla Gle, Minerals Commission
Head of Audit, Accra

A huge plus for me was learning from other practitioners in different circumstances, and indifferent stages in their journeys. Uniting us is our opportunity to drive change. Through learning, debate and practice, this programme supports and empowers us to achieve these goals.

L. Scott, Walter Scott & Partners
Investment Manager, Edinburgh

OVERVIEW

Sustainability is a very dynamic and fast-paced field. This is further complicated by the Volatile, Uncertain, Complex and Ambiguous (VUCA) global challenges shaping and informing sustainability practices in different contexts. A recent fundamental change to the sustainability landscape is the global emphasis on meeting the United Nations Sustainable Development Goals (SDGs). Professionals in this space are required to make sense of these developments, and strategically reconcile the demands of sustainability with the quest for enhanced organisational performance. This dynamic three-day programme will further equip you to strategically deal effectively with these challenges. The programme also includes a delegate dinner (Day 1), a networking event (Day 2), and a 12 month periodic consultations with faculty as you implement self chosen goals from the programme.

DAY ONE

Driving Organisational Change through Sustainability

Topics Covered include:

- Sustainable Organisational Development and Culture Change
- Business case for sustainability: recent findings and current trends
- Aligning Systems, Processes, and Structures with Organisational Context
- Sustainability tools and performance indicators/matrices
- Change management agents and professionals: Strategies for overcoming challenges

Dinner:

A formal, networking dinner will be hosted for all delegates.

DAY THREE

Enhancing Organisational/Social Leadership and Governance through Sustainability

Topics Covered include:

- **Responsible leadership in challenging environments**
- **Leading change and innovation across organisational boundaries**
- **Recent developments and trends in Corporate Governance and Ethics**

DAY TWO

Exploring Market Opportunities through Sustainability

Topics Covered include:

- Responsible Investment and Sustainable Finance
- Creating New Markets through Sustainable Innovation
- Brand building in complex markets through sustainability practices
- Managing relations with stakeholders – investors, analysts, consumers, and regulators
- Recent developments in reporting and communicating sustainability strategies and practices

Networking Evening Event:

With the Sustainable Business Initiative's (SBI) Corporate Responsibility and Sustainability Network.



COURSE FEES

Standard Ticket Price: £1,545

Early Bird Ticket Price*: £1,345

*valid until 23rd April 2019

LEARNING OUTCOMES

At the end of the programme, participants will, amongst others, be able to:

- Articulate strong business cases for sustainability
- Identify and apply effective tools to sustainability challenges
- Assess and analyse financial, social, and consumer markets for opportunities
- Effectively manage and communicate sustainability to a wide range of stakeholders
- Understand what it takes to lead self and others, as well as initiate and drive change in organisations and society

WHO IS THE MASTERCLASS IS FOR?

ASP is targeted at people with extensive sustainability experience. It would be of specific relevance to experienced professionals in the following areas: corporate sustainability, responsible investments and sustainable finance, corporate strategy and governance, corporate secretariat, environmental management, risk management, innovation, sales and marketing, HRM, business development, project management, community engagement, investor relations, corporate relations, international development, social innovation, and public relations.

SAMPLE SPEAKERS



Professor Kenneth Amaeshi

Kenneth holds a Chair in Business and Sustainable Development. He is an experienced management consultant and has an expert level knowledge of developing and emerging economies. He was recently a Scholar in Residence at the National Pension Commission Nigeria, and has held positions at the Cranfield School of Management and the University of Warwick. He is currently an External Examiner at Said Business School, University of Oxford.



Dr Caroline Marchant

After a decade working in financial services marketing, Caroline became a Marketing Consultant in 1996 advising on marketing strategy and planning in a range of sectors from financial services, charities, tourism and education. She has developed three research streams: building financial capability amongst emerging adults in the UK, understanding the influence of personal communications technologies on consumption practices amongst three generations within family networks and understanding the smartphone as prosthesis for emerging adults.



Professor Susan Murphy

Susan hold a Chair in Leadership Development, University of Edinburgh Business School. She was formerly Director of the School of Strategic Leadership Studies at James Madison University and Professor of Leadership Studies. She has published numerous articles and book chapters on leadership, leadership development, and mentoring.



Professor John Amis

John holds a Chair in Strategic Management and Organisation. He has carried out numerous Executive Development leadership courses, consulting assignments and sponsored research projects, predominantly focussed on strategic change, with a range of organisations. These have included US Fortune 500 firms, public and private sector Scottish companies, and large hospitals.

"This is a pioneering programme that brings academic rigour to the issue of sustainability. In this respect I haven't seen anything else that matches this masterclass."

R. Madlani, RBS London
Director, Sustainable Energy Division

HOW TO REGISTER

To register for this course please visit:
www.business-school.ed.ac.uk/executive

To discover if this course is right for you, please get in touch with the **Executive Team** on **0131 651 5245** or email: executive@business-school.ed.ac.uk