



A sustainable path
to profitability

CREATING VALUE THROUGH CSR

JULY 23-26, 2018
HYDERABAD



Creating Value through CSR

A sustainable path to profitability

It benefits large businesses to have a national market that is developing across socio-economic lines, since these businesses' own growth will be hampered if large sections of the country get left behind. It's also in a business' self-interest to appease the modern-day consumer. Someone whose loyalties are increasingly aligning to ethical brands. It's no wonder then that a greater number of organisations across the globe are focusing on developing CSR policies that both benefit society and push profitability. To do this, businesses must streamline resource allocation, strategic planning, execution, monitoring, and impact evaluation.

Indian corporates have upped their corporate social responsibility (CSR) spending, which has seen a 14% rise over the last two fiscals (up until March 2018). - CRISIL FOUNDATION REPORT

About the Programme

This programme helps you align your CSR efforts with your organisation's business goals. It's imperative to recognise the deep insights that can link your sustainability projects with your corporate strategy, to drive profitability in the long-run. Through the course of this programme, you will be introduced to case studies that show clear SROI (Social Return on Investment), and you will engage in discussions that help make clear how you can lead your organisation's CSR strategy in a manner that aids your beneficiaries, benefits your business, and aligns itself with the societal demands of your market.

Key Concepts Covered

Redefining the 'business model'.

A value-centric business model often reveals a new definition of corporate purpose that focuses on societal values. It's a strategy for developing the future market whilst strengthening communities and corporate coffers. Redefining your organisation's business model along these lines requires a shift in perspective which can have far-reaching positive consequences.

Holistic Thinking, for integrated CSR.

Every CSR programme needs to address three fundamentals: social sustainability, economic sustainability, and environmental sustainability; without these the programme is neither integrated nor is it

The programme works exceptionally to help create and implement a strong CSR strategy at the organisational level.

Ajay Gupta, CSR Head,
Grasim Industries



truly even CSR. It takes smart leadership to see the long-term benefits of a holistic approach. This programme will help you understand how to get your organisation's stakeholders aligned to the needs of a holistic CSR plan which they may, at first, not see business value in.

Measure, to manage.

It is vital to set targets and goals for CSR programmes, goals that will be tightly embedded into your organisation's larger business plan. During this programme, you will learn how to measure your CSR execution against standards such as key performance indicators, and understand through case studies how to incentivise your CSR programme as well.

Who should attend?

Heads of CSR and Corporate Communications, and influential leaders within organisations who are tasked with social responsibilities.

Levels

SENIOR | TOP MANAGEMENT

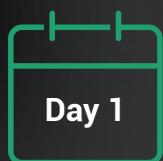
What you will learn

- Developing a value-driven CSR strategy
- Weaving together the functions of CSR, branding, and marketing
- Following a holistic framework that considers the environment, ethics, and society
- Monitoring the execution and implementation on both a macro and micro level
- Evaluation of outcomes against planned goals

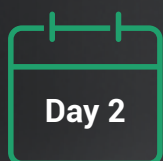
This programme is for you if you see the social and business value of a strong CSR programme - how it can't just better society, but also strengthen your teams' societal involvement and team spirit, weave goodness into your company's DNA, and win over consumer trust – translating into profitability. The larger benefits of strong CSR are far-reaching.



Key day-wise outcomes



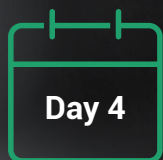
- Programme Inaugural
- Context Setting



- CSR Strategy
- CSR, Sustainability and Ethics: Definitions, Dialectic, and Dilemmas
- Moral Reasoning in CSR
- CSR and Sustainability Case Study
- Reporting on CSR – the Triple Bottom Line Guest Talk by invited speaker on CSR



- Ethical & Responsible Leadership
- The Context of Responsible Leadership
- CSR Strategy & Leadership
- The Characteristics of Responsible (Ethical) Leadership
- Responsible Self-Management



- Creating value through CSR initiatives
- Governance of CSR
- CSR and competitive advantage
- Aligning CSR and Corporate Reputation (case study)
- Designing CSR strategies
- Developing CSR Projects
- Under the Mango Tree
- Reflections and Learnings



Faculty



Bodo B. Schlegelmilch

Chair Professor of Strategic Marketing, WU Vienna University



Sabina Sudan

Consultant, Sustainability Leader and Adjunct Professor at NUS & NTU, Singapore Chair Professor of Strategic Marketing, WU Vienna University

Programme Details

Phase 1

JULY 23 (7.00 pm) - 26 (5.00 pm), 2018 - ISB Hyderabad

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INR 1,25,000 plus GST @ 18%

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability

How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit www.isb.edu/cee/CSRP



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