



Health, Safety and Environment

# Economic and Sustainable Business Strategy

## Course Introduction

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Climate change. Income inequality. Social injustice. These are just three of the big problems of our time. In Sustainable Business Strategy, you will learn how businesses can thrive and grow while simultaneously playing a major role in solving some of these big problems. You will also learn how you as an individual can make a difference.

Through interactive online case studies with leading companies such as Walmart and Unilever, you will learn why purpose-driven firms perform well, and how they can kickstart the wheel of change. You will examine different business models and gain an understanding of the broader landscape including the role of government, investors, and customers.

## Target Audience

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This course is designed for managers, supervisors, team leaders, project managers, and professionals aspiring to leadership roles within their organizations, seeking to enhance their leadership skills and drive organizational success.

## Learning Objectives

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

- Identify the business models that can drive change
- Influence management, leadership, and other key stakeholders as to the competitive advantages of being a purpose-driven firm
- Examine the broader political and social landscape in which you operate
- Interpret why collective efforts are important and how business can be a catalyst for system level change

- Determine what YOU can do in your career to become a purpose-driven leader

## Course Outline

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### • 01 Day One

#### **The Business Case for Action:**

- Interpret the business case for change and apply business models that create shared value
- Analyze industry disruptions and business uncertainties and create scenario analyses to develop smart strategic options
- Case Studies: Unilever and Walmart

### • 02 Day Two

#### **Driving Change at Scale: Moving Beyond the Firm:**

- Identify what purpose-driven firms are and why they are successful
- Examine the “Wheel of Change” and how business is a key catalyst to solve large global issues like climate change and income inequality

### • 03 Day Three

#### **Analyze cooperative action examples to understand how and why firms cooperate and why it's necessary to enact change**

- Case Studies

### • 04 Day Four

#### **Purpose-Driven Systemic Change:**

- Analyze the investor's role, including the role of stakeholder management, alternative governance, Environmental, Social & Governance metrics, and impact investing
- Evaluate the role of governments and other institutions in large scale change and understand why “Systems Thinking” is necessary

### • 05 Day Five

#### **Develop a personal plan for what YOU can do**

- Case Studies and group exercises

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 8, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 22, 2025	Sept. 26, 2025	5 days	4950.00 \$	Ireland - Galway
Dec. 15, 2025	Dec. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi