

# Corporate Social Responsibility

## INTRODUCTION

- This Corporate Social Responsibility (CSR) training course provides a way for managers, professional leaders, policy makers, academic professionals and all employees to acquire in-depth insights and critical perspectives on companies' Corporate Responsibility strategies and the knowledge to implement them.
- Corporate Social Responsibility aims at addressing the impact that organisations have on society, the environment and the economy. It is increasingly regarded as one of the most influential non-financial indicators of a company's development, operating style and brand image. The business case for a tailored corporate social responsibility strategy has already been proven: increase in employee retention, efficiencies in the companies' operations often resulting in higher quality products and/or reduced costs, sustainable growth and enhanced investor relations.

This training course on Corporate Social Responsibility will highlight:

- The reasons why every company should integrate CSR into their business operations
- Different approaches to CSR
- How to define and devise a CSR strategy for your company
- Why correctly engaging stakeholders will be key to sustainable growth within a company?
- Upcoming trends and whether or not these can fit into a company's profile

## OBJECTIVES

- This Management & Leadership training course on Corporate Social Responsibility (CSR) intends to provide its participants with an in-depth knowledge of what CSR is and how to effectively apply it in their company.

At the end of this training course, you will learn to:

- Better understand the role of Corporate Social Responsibility in business strategy
- Discuss the different dimensions of Corporate Social Responsibility
- Learn how to analyse and report impact
- Develop meaningful stakeholder engagement techniques
- Devise strategic plans for their companies based on the social, economic and environmental impact of the business

## TRAINING METHODOLOGY

- Participants on this Management & Leadership training course on Corporate Social Responsibility (CSR) will perfect the required skills to develop and implement CSR plans through a wide-range of instructional methods including the examination of various case studies, review of published studies, group discussions with maximum delegate participation covering current situations and practices, and finally, lecturing by an experienced practitioner.

## ORGANISATIONAL IMPACT

Organisations will gain:

- A workforce able to discern long-term elements affecting the organization and act on it
- Increased employee engagement
- Operational cost savings
- Improved business operations
- Stronger relationships with the organisation's external stakeholders
- Improved brand image and business reputation

## PERSONAL IMPACT

Delegates will personally gain:

- In-depth knowledge on Corporate Social Responsibility
- The ability to convey messages effectively to the right stakeholders
- Thoughtful leadership skills
- Increased skillsets in stakeholder management
- Increased recognition by the organization due to improved performance and long-term vision
- The ability to contribute to the organisation's strategic objectives

## WHO SHOULD ATTEND?

This training course is aimed at professionals with a leadership role or who want to be involved in CSR:

- Executives involved in strategic and operational functions
- Senior and Middle Management involved in corporate governance or change management
- HR personnel at all levels
- Corporate lawyers aiming to improve their understanding of the legal requirements and trends relating to corporate responsibility
- All personnel involved in communications, business strategy, supplier and community relations, sustainability, governmental affairs

## Course Outline

### Understanding Corporate Social Responsibility and its Legal Framework

- Definition
- Practical Dimension of CSR
- Business Case
- CSR as Risk Management
- Non-economic and Diversity Reporting
- Corporate Governance Codes
- Sustainability Standards and Regulations
- Voluntary Schemes

### How to Approach Corporate Social Responsibility – Different Dimensions I

- CSR and Environmental Sustainability
- Supply Chains and Traceability
- CSR and Business Ethics
- Responsible Enterprise Restructuring
- Responsible Management and Employee Engagement

### How to Approach Corporate Social Responsibility – Different Dimensions II

- Responsible Investment
- CSR in the Oil and Gas Sector
- Social Safeguards
- The Role of CSR in Addressing Conflict
- CSR and Communities

### Implementing Corporate Social Responsibility (CSR)

- Finding your 'Materiality'
- Gathering Data
- Defining a Strategy - Examples
- How to Implement a Plan
- Assessing and Measuring Impact
- Reporting

## The Importance of Stakeholder Management

- Engaging Management
- Employees
- Building Alliances
- Governmental Actors
- Collaboration with the Third Sector
- Connected Leadership
- Communication Strategies
- Reputational Risks