

Tel: +27 11 0565 313,
Fax +27 86 548 2231,
Email: info@centuryacademy.co.za



STRATEGIC CORPORATE SOCIAL RESPONSIBILITY MASTER CLASS



Who should attend:

Managers Responsible For:

- ◆ Corporate Social Responsibility
- ◆ Corporate Affairs
- ◆ Environmental Affairs
- ◆ Community Affairs
- ◆ Sustainability
- ◆ Risk Managers
- ◆ Public Relations

Date: 4-6 October 2017 Venue:
Protea Hotel, Wanderers, Sandton,
Johannesburg, South Africa.



PREAMBLE

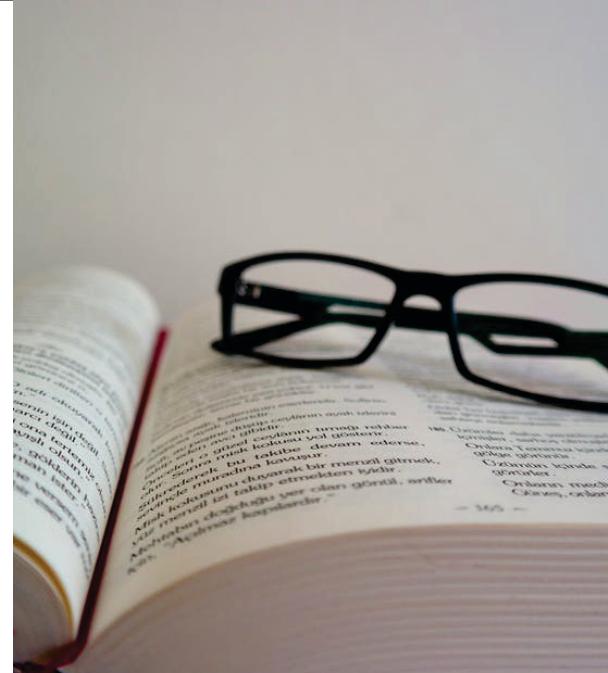
Corporate Social Responsibility – Easier Said Than Done. While most organizations willingly pay lip service to corporate social responsibility, most struggle with effective implementation. Corporate Social Responsibility has become a core requirement of business across industries and sectors. Those that can strategically innovate and integrate CSR into core operations create competitive advantage and shareholder value. Society and governments have an expectation that business should produce social value at the same time as shareholder value, and can quickly punish those who do not meet expectations.

The Strategic CSR Masterclass is a Three day (3) intensive and in depth course which will enable and empower participants to use CSR as a strategic competitive advantage, creating value for their company and shareholders while simultaneously creating value for communities and stakeholders. Participants will leave with the tools and understanding to make an immediate impact, and a toolkit of resources and information to support them and their companies going forward. Participants will be exposed to leading CSR theories and practices around shareholder value and social impact, all designed to facilitate practical application in their companies and workplaces.

COURSE OBJECTIVES

By the end of the course, delegates should be able to:

- UNDERSTAND the theory and the practice of how CSR can be used to create shareholder, company and community value
- TRANSFORM CSR from a cost centre to a value generator
- UTILIZE CSR to address business pain points
- OBTAIN the tools, strategies and understanding to design, lead and support CSR programs; projects across their company and around the world.



COURSE CONTENTS

SESSION 1: The world changed. Here's how

- Where/when/how did societal issues and CSR emerge as a critical business issue
- What you need to know about this history to be successful today
- Emerging trends in business innovation and CSR and why they are important

SESSION 2: Business and social innovation across industries and sectors

- Key elements, issues and value drivers across sectors and industries. This will be tailored to participant interests but could include Oil and Gas, Mining, Service Industries, Consumer Goods, Environment, Engineering, Construction Global norms & expectations, balancing compliance and strategy

SESSION 3: Innovation, CSR and the Public Sector

- What is the role of the public sector in corporate CSR and why
- Foundations of innovative public/private CSR partnerships
- CSR and regulatory frameworks

SESSION 4: Business innovation, CSR and Stakeholders

- What are stakeholders?
- Why and how are they important (examples from various industries, sectors and locations)
- How stakeholders can make, or break, projects and ventures

SESSION 5: Stakeholder engagement strategy & business value

- How to identify and assess stakeholders
- How to effectively engage with stakeholders
- Managing stakeholder engagement and expectation
- How to integrate societal and shareholder value: sustainable benefits for community and company

SESSION 6: Innovation, CSR and communications

Why innovation and CSR communications are key to value creation strategy
How to plan and assess strategic communication

SESSION 7: CSR Partnerships

- Why innovative CSR partnerships can be key to business/project success
- Common partnership/collaboration pitfalls and how to avoid them.

SESSION 8: Developing your CSR Strategy

- Key elements of CSR strategy across sectors and industries
- CSR communications
- Integrating value creation into CSR strategy
- Using CSR to address key business challenges and issues
- CSR strategy implementation: getting the results you want



CENTURY BUSINESS ACADEMY COMPANY PROFILE

Century Business Academy (CBA) is a business consulting and skills development institution with its head office based in Johannesburg South Africa. It is an organization based on the principles of modern business operations and has a wide range of branches on the African continent. CBA focuses mainly on skills development training and business consulting in various areas. The organization is guided by the notion that 'To be informed is to be empowered' and we seek to provide information across various sectors through training and advisory services. This principle shapes the way that everyone in the organization thinks and interacts with clients. CBA has become the provider of choice in terms of training in South Africa and the continent as a whole.

Our focus is predominantly on the African continent where many skills are still required in order to catch up with the rest of the world in terms of development and other areas. For so long Africa has produced great human resources only to benefit other countries outside Africa and we believe this is the time when African people need to be skilled and use those skills to benefit the continent of Africa. This is what drives Century Business Academy. We believe that through the notion of 'To be informed is to be empowered' we can inform the African people and make them empowered to empower not only themselves but the communities in which they live.

CBA was formed by a team of dedicated professionals who believe that the only way to improve African communities is through education and skills development. These professionals are highly experienced and educated individuals who seek to bring about real transformation and skills development to the African people.



**R 12 000 incl VAT/ Delegate
& USD1000 for foreign
delegates**

Century Business Academy (Pty) Ltd

Tel: 011 056 313

Cell: 0710434918

www.centuryacademy.co.za

TO BE INFORMED IS TO BE EMPOWERED