

CSR Principles & Innovative Practices

Overview

The short professional course refreshes and deepens understanding on the strategic issues involved with responsible business and sustainability. The course lays a foundation for managing economic, legal, ethical and philanthropic responsibilities of effective CSR programs. Participants sharpen their skills to navigate the complex terrain of corporate citizenship, to engage key strategic players and to understand the risks involved. The course is for middle to senior managers of corporate social responsibility programs. However, anyone wanting an enriching experience that captures the key aspects of the subject will find the course very useful.

Objective:

To discuss principles and review case studies to enhance capabilities of participants to formulate effective CSR strategies in line with their business peculiarities and strategic direction.

Content Outline

Definition and business significance
Drivers of corporate responsibility
Changing perspectives
Identifying primary responsibilities
CSR analytic framework
Developing solution strategies
Responsibility in a global economy
Resource scarcity (tragedy of the commons)
Suppliers and input markets
Solution value networks
Creating a CSR strategy
Committing to improving performance
The amended Company's Act number 71 of 2008
King III guidelines

Benefits

Techniques for analyzing components of CSR
Clarified company's responsibilities,
Practical tools for evaluating performance
Ideas for innovative strategies
Improved CSI program efficiency and impact
Business with social impact - Ways to balance financial and social value

- Price:
- Duration:
- Venue:

The course employs a mix of short lectures, lively interaction, case studies and/or individual and group exercises.

For more information about registering for this course, please contact STA Performance International on info@staperformance.co.za, or +27110428837.