

€ TRAINING

Leadership Skills and Corporate
Responsibilities



18 - 22 November 2024
Madrid (Spain)



Leadership Skills and Corporate Responsibilities

REF: M2260 DATE: 18 - 22 November 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

The "Leadership Skills and Corporate Responsibilities" training program focuses on honing leadership abilities and integrating corporate social responsibility. Participants learn ethical leadership and responsible decision-making for organizational success and societal impact.

Program Objectives:

At the end of this program, the participants will be able to:

- Examine sustainable living principles.
- Explain the proper procedures for corporate social responsibility CSR.
- Determine the problems with ethics and business law.
- Recognize the significance of stakeholder management.
- Describe strategies for promoting sustainability and CSV in businesses.

Targeted Audience:

- Supervisors.
- Managers.
- leaders in organizations Marketing.
- Communication and PR personnel.
- HRM experts.
- Managers who would profit from comprehension of the subjects covered.

Program Outlines:

Unit 1:

Leading and Managing for a Sustainable Future:

- Planet Earth - a fact sheet.
- What is sustainability?

- The business case for sustainability.
- What this all means for your organisation.
- The key competencies and behaviours of sustainable leaders.

Unit 2:

Stakeholder Analysis and Management:

- Overview of stakeholder engagement and management.
- Key documents for stakeholder management register, matrix, strategy.
- Stakeholder communications and engagement.
- The stakeholder engagement process.
- Working together: stakeholder in sustainability.

Unit 3:

Corporate Social Responsibility CSR:

- Understanding Corporate Social Responsibility CSR.
- The business case for CSR.
- Corporate citizenship and organisational image.
- Important cultural differences.
- Examples of best practices in CSV.

Unit 4:

The Sustainability Journey:

- Understanding the journey.
- Commencing the journey.
- Ethics and corporate governance.
- Tools for monitoring, managing, and improving performance.
- What might the future bring?

Unit 5:

Best Practices - Learning from Others:

- What are the world's best organisations doing?
- Employer-supported volunteering ESV.
- HR and organisational behaviour.
- Developing and presenting the case for sustainability in your organisation.
- Personal Action Planning PAP.