

# € TRAINING

Leadership Skills and Corporate  
Responsibilities



15 - 19 July 2024  
Casablanca (Morocco)  
New Hotel



# Leadership Skills and Corporate Responsibilities

REF: C2265 DATE: 15 - 19 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

You will get knowledge of sustainable leadership and corporate responsibility in this modern and useful program. Any organization can gain a competitive edge through sustainable leadership. Organizational social responsibility CSR enables an organization to be socially accountable to the public and to all stakeholders. Organizations that engage in CSR practices become aware of how their actions affect the economic, social, and environmental aspects of society.

Social responsibility and sustainability leadership open up chances for organizations in the form of innovation, ongoing development, sustained competitive advantage, and long-term success. You will learn about international best practices in sustainable leadership in this skill-building session created for all managers, leaders, and supervisors.

## Course Objectives:

At the end of this course, 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:

- All supervisors, managers, and leaders in organizations Marketing, communication, and PR personnel HRM experts
- Managers who would profit from comprehension of the subjects covered

## Course 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