

# € TRAINING

Leadership Skills and Corporate  
Responsibilities



21 - 25 July 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Leadership Skills and Corporate Responsibilities

REF: M2260 DATE: 21 - 25 July 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent 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.