Building Corporate Sustainability and Ethical Leadership Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #ENV6870_266822

Course Introduction / Overview:

This training course is designed to equip professionals with the strategic mindset and practical skills needed to lead corporate sustainability initiatives. In today's business environment, sustainability is no longer a niche concept but a core driver of long-term value, ethical behavior, and competitive advantage. This program, offered by BIG BEN Training Center, provides a comprehensive framework for integrating environmental, social, and governance (ESG) principles into corporate strategy and operations. We go beyond simple compliance and explore how sustainability can become a source of innovation, brand loyalty, and financial performance. The curriculum is informed by the work of thought leaders like Michael E. Porter, whose academic writing, particularly his work on creating shared value, shows how businesses can create economic value in a way that also creates value for society by addressing its needs and challenges. By embedding sustainability into the corporate DNA, organizations can build a more resilient and responsible future. We provide a holistic view of the sustainability landscape, from risk management to stakeholder engagement, preparing participants to lead their companies toward a new era of purpose-driven growth.

Target Audience / This training course is suitable for:

- Corporate executives and senior managers.
- Sustainability and ESG professionals.
- Corporate social responsibility (CSR) managers.
- Strategy and business development leaders.
- Financial officers and investor relations professionals.
- Public relations and communications specialists.
- Compliance and legal professionals.
- Government agencies and equivalents.

Target Sectors and Industries:

- Manufacturing and consumer goods.
- Financial services and investment.
- Retail and supply chain management.
- Energy and utilities.
- Government and public administration agencies.
- Technology and software.
- Healthcare and pharmaceuticals.
- Consulting and professional services.

Target Organizations Departments:

- Strategy and planning.
- Corporate social responsibility (CSR).
- Investor relations and finance.
- Human resources.
- Supply chain and procurement.
- Marketing and brand management.
- Compliance and legal.
- Public affairs and government relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive corporate sustainability strategy.
- Integrate environmental, social, and governance (ESG) factors into business decisions.
- Identify and manage sustainability risks and opportunities.
- Measure and report on corporate sustainability performance.
- Engage internal and external stakeholders effectively.
- Build a business case for sustainability initiatives.
- Lead a cultural shift toward a more responsible and ethical organization.
- Aligning corporate goals with global sustainability frameworks.

Course Methodology:

This training course uses an immersive and interactive methodology to ensure that participants not only understand the concepts but also can apply them strategically. The program is built on case studies that examine both the successes and failures of corporate sustainability initiatives from diverse industries. We will use a series of hands-on workshops and group exercises where participants will develop and present a sustainability plan for a real or hypothetical company. This includes everything from a stakeholder analysis to a communications strategy. We use interactive sessions and peer-to-peer discussions to explore ethical dilemmas and leadership challenges in the corporate world. The trainers provide direct feedback on all exercises, helping participants refine their strategic thinking and presentation skills. BIG BEN Training Center is committed to providing a learning environment that is dynamic and practical, empowering participants to become agents of change within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Sustainability

- Defining corporate sustainability and its strategic value.
- Understanding Environmental, Social, and Governance (ESG) frameworks.
- The business case for sustainability: risk, innovation, and brand.
- The role of leadership in driving sustainable change.
- Aligning sustainability with core business objectives.
- The triple bottom line: people, planet, and profit.
- Identifying key sustainability challenges and opportunities.

Unit Two: Developing a Sustainability Strategy

- Conducting a materiality assessment.
- Setting goals and key performance indicators (KPIs).
- Creating a sustainability roadmap.
- Integrating sustainability across departments.
- Building a governance structure for sustainability.
- Resource allocation and budgeting for initiatives.
- Engaging the board and senior leadership.

Unit Three: Implementing Sustainable Practices

- Sustainable supply chain and procurement.
- Employee engagement and corporate culture.
- Measuring carbon footprint and environmental impact.
- Social responsibility: labor practices and community engagement.
- Ethical governance and transparency.
- Innovating for a circular economy.
- Stakeholder communication and reporting.

Unit Four: Performance Measurement and Reporting

- Understanding sustainability reporting standards.
- Collecting and analyzing ESG data.
- Creating a compelling sustainability report.
- Communicating with investors and financial markets.
- Risk management and due diligence.
- Using data to drive continuous improvement.
- The role of technology in tracking performance.

Unit Five: Leading Change and the Future of Business

- Leading a cultural transformation.
- Managing resistance to change.
- The future of business and sustainable development.
- Emerging trends in corporate responsibility.
- Personal leadership and career development.
- Creating a shared value mindset.
- Strategic communication and advocacy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In what ways can a company's commitment to sustainability move beyond simple compliance to become a source of genuine competitive advantage and a driver of innovation and new business models?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing on the leadership and strategic aspects of corporate sustainability, rather than just technical details or regulatory compliance. We go beyond the "what" and get to the "how," providing a framework for creating and implementing real change within a corporate environment. The curriculum is built on the foundation of business strategy, showing participants how to build a powerful business case for sustainability that resonates with executives and investors alike. The emphasis is on building a shared value approach, demonstrating that profitability and social responsibility are not mutually exclusive. This course empowers participants to become strategic leaders who can drive their organizations toward a more responsible, resilient, and profitable future, transforming sustainability from a corporate function into a central pillar of success.