



STRATEGIC CSR AND SUSTAINABLE LEADERSHIP TRAINING COURSE

28 DEC 2026 - 01 JAN 2027

KUALA LUMPUR

5200 € (PER PERSON)

REF: #LE2259_198792



COURSE INTRODUCTION / OVERVIEW:

In today's globally conscious marketplace, the integration of sustainable practices and corporate social responsibility (CSR) has evolved from a peripheral activity to a central pillar of corporate strategy and long-term value creation. This intensive training course is designed to equip leaders and professionals with the strategic mindset and practical tools necessary to navigate the complex landscape of ethical leadership and sustainability. We will explore how to move beyond mere compliance and philanthropy to embed CSR and Environmental, Social, and Governance (ESG) principles into the very core of business operations. Drawing upon seminal concepts such as "Creating Shared Value," articulated by academics Michael E. Porter and Mark R. Kramer, this program emphasizes that societal and economic progress are not mutually exclusive but are deeply intertwined. Participants will learn to build resilient organizations that generate a positive impact on the triple bottom line: people, planet, and profit. BIG BEN Training Center has meticulously crafted this curriculum to foster a new generation of sustainable leaders who can drive meaningful change, enhance brand reputation, and secure a competitive advantage in an increasingly purpose-driven world. This course provides a comprehensive roadmap for developing, implementing, and communicating an authentic and impactful CSR strategy.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Corporate Executives and Board Members.
- CSR and Sustainability Managers.
- Public Relations and Corporate Communications Professionals.
- Human Resources Managers and Directors.
- Strategy and Business Development Planners.
- Operations and Supply Chain Managers.
- Investors and Financial Analysts.
- Entrepreneurs and Business Owners.

TARGET SECTORS AND INDUSTRIES:

- Manufacturing and Industrial Sectors.
- Banking, Finance, and Insurance.
- Technology and Telecommunications.
- Energy, Oil, and Gas.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.

- Governmental and Public Sector Agencies.
- Non-Profit and Non-Governmental Organizations.



TARGET ORGANIZATIONS DEPARTMENTS

- Executive Management and Leadership.
- Corporate Social Responsibility and Sustainability Departments.
- Public Relations and Corporate Affairs.
- Human Resources and Talent Management.
- Strategic Planning and Business Development.
- Operations and Supply Chain Management.
- Legal and Compliance Departments.
- Marketing and Communications.

COURSE OFFERINGS:

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

- Develop a robust CSR strategy that aligns with core business objectives and stakeholder expectations.
- Integrate Environmental, Social, and Governance (ESG) criteria into corporate decision-making processes.
- Master the principles of sustainable leadership to foster a culture of ethical responsibility.
- Conduct materiality assessments to identify and prioritize key sustainability issues.
- Design effective stakeholder engagement plans to build trust and collaborative partnerships.
- Measure, track, and report on CSR performance using internationally recognized frameworks.
- Communicate sustainability initiatives effectively to internal and external audiences while avoiding greenwashing.
- Lead organizational change towards a more sustainable and responsible business model.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring a deep and practical understanding of sustainable leadership and CSR. We move beyond traditional lecture-based formats to create a dynamic learning environment where theory is immediately put into practice. The course heavily utilizes real-world case studies from diverse industries, allowing participants to analyze successful strategies and learn from the challenges faced by leading global organizations. Interactive group discussions, workshops, and brainstorming sessions encourage collaborative problem-solving and the sharing of diverse perspectives. Participants will engage in practical exercises such as developing a stakeholder map, drafting a mini-CSR policy, and outlining a sustainability communications plan. Our expert facilitators guide participants through each module, providing personalized feedback and fostering a supportive atmosphere for critical thinking. The program emphasizes reflection and action planning, ensuring that every participant leaves with not only new knowledge but also a clear, actionable framework to implement within their own organization. This blended approach guarantees a rich and impactful learning journey.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF MODERN CSR AND SUSTAINABLE LEADERSHIP

- The Evolution of Corporate Social Responsibility.
- Defining Sustainable Leadership in the 21st Century.
- The Business Case for CSR: From Risk Management to Value Creation.
- Understanding the Triple Bottom Line: People, Planet, Profit.
- Key Theories: Stakeholder Theory vs. Shareholder Primacy.
- Introduction to Environmental, Social, and Governance (ESG) Frameworks.
- Global Drivers: Sustainable Development Goals (SDGs) and Climate Agreements.



UNIT TWO: DEVELOPING A STRATEGIC CSR FRAMEWORK

- Aligning CSR with Corporate Vision, Mission, and Strategy.
- Conducting a Materiality Assessment to Identify Key Issues.
- Setting Meaningful Goals, Objectives, and Key Performance Indicators (KPIs).
- Integrating CSR into the Corporate Governance Structure.
- Benchmarking Against Industry Best Practices and Standards.
- Developing a CSR Policy and Implementation Roadmap.
- Budgeting for CSR and Securing Leadership Buy-in.

UNIT THREE: ESG IN ACTION AND STAKEHOLDER ENGAGEMENT

- Environmental Pillar: Climate Strategy, Circular Economy, and Resource Management.
- Social Pillar: Diversity, Equity, and Inclusion (DEI), Community Investment, and Labor Practices.
- Governance Pillar: Ethical Leadership, Board Oversight, and Transparency.
- Identifying and Mapping Key Stakeholders.
- Techniques for Effective Stakeholder Dialogue and Engagement.
- Building Collaborative Partnerships with NGOs, Government, and Communities.
- Managing Stakeholder Expectations and Conflicts.

UNIT FOUR: IMPLEMENTATION, MEASUREMENT, AND REPORTING

- Managing CSR Projects and Initiatives for Maximum Impact.
- Integrating Sustainability into the Supply Chain.
- Developing Metrics to Measure Social and Environmental Performance.
- Introduction to Global Reporting Frameworks (GRI, SASB, IFRS).
- The Process of Data Collection for Sustainability Reporting.
- Crafting a Compelling and Transparent Annual Sustainability Report.
- Assurance and Verification of CSR Data.

UNIT FIVE: COMMUNICATING CSR AND LEADING SUSTAINABLE CHANGE

- Developing an Authentic CSR Communication Strategy.
- The Art of Storytelling for Social Impact.

- Avoiding Greenwashing and Managing Reputational Risk
- Engaging Employees to Build a Culture of Sustainability
- The Role of Leadership in Driving and Sustaining Change
- Future Trends in CSR, ESG, and Sustainable Business
- Creating a Personal Action Plan for Sustainable Leadership



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:

Beyond compliance and reputation, how can an organization fundamentally embed a philosophy of 'shared value' into its core operational DNA to drive both profit and societal progress?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself through its strategic and holistic approach, treating CSR and sustainability not as isolated functions but as integral components of corporate leadership and value creation. While many programs focus on the reporting or philanthropic aspects of CSR, our curriculum deeply integrates the principles of sustainable leadership with the practical mechanics of ESG implementation. We move beyond theoretical discussions to provide a clear, actionable framework for embedding these concepts into an organization's DNA. The course emphasizes the concept of "Creating Shared Value," challenging participants to innovate business models that simultaneously generate economic returns and address societal needs. Our methodology is heavily reliant on contemporary, global case studies, ensuring the content is relevant and applicable to the complex challenges of today's market. Rather than just teaching what CSR is, we focus on how to lead, manage, and inspire a sustainable transformation within an organization, equipping participants with the strategic foresight to anticipate future trends and position their companies as leaders in the responsible business movement.