



STRATEGIC CSR AND COMMUNITY IMPACT MANAGEMENT TRAINING COURSE

26 - 30 OCT 2026

KUALA LUMPUR

5200 € (PER PERSON)

REF: #PR4367_173974



COURSE INTRODUCTION / OVERVIEW:

This course provides a comprehensive framework for transforming Corporate Social Responsibility (CSR) from a peripheral activity into a core strategic function that drives business value and creates lasting community impact. Moving beyond traditional philanthropy, the curriculum explores the principles of shared value, a concept championed by academic Michael E. Porter, which posits that corporate success and social welfare are interdependent. Participants will learn to design, implement, and measure high-impact CSR initiatives that align with organizational goals, enhance brand reputation, and foster genuine stakeholder engagement. The program delves into practical methodologies for assessing community needs, building strategic partnerships, and reporting on social outcomes using globally recognized frameworks. As detailed in influential works like "The Triple Bottom Line," true sustainability integrates social and environmental performance with financial profitability. BIG BEN Training Center has designed this course to equip professionals with the skills to lead this integration, ensuring their organizations not only do good but also gain a competitive advantage through strategic, authentic, and measurable social investment.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Corporate Social Responsibility (CSR) Managers and Specialists.
- Community Relations and Public Affairs Professionals.
- Sustainability Officers and ESG Analysts.
- Marketing and Corporate Communications Directors.
- Human Resources Managers involved in employee engagement.
- Foundation and Corporate Philanthropy Program Managers.
- Executives and Senior Leaders seeking to integrate CSR into business strategy.
- Non-Profit Leaders and Partnership Managers.

TARGET SECTORS AND INDUSTRIES:

- Banking, Finance, and Insurance.
- Oil, Gas, and Energy.
- Telecommunications and Technology.
- Manufacturing and Consumer Goods.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Governmental bodies, non-profit organizations, and NGOs.

TARGET ORGANIZATIONS DEPARTMENTS:



- Corporate Social Responsibility (CSR) and Sustainability.
- Public Relations and Corporate Affairs.
- Marketing and Brand Management.
- Corporate Communications.
- Human Resources.
- Strategy and Business Development.
- Legal and Compliance.
- Executive Leadership and Board of Directors.

COURSE OFFERINGS:

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

- Develop a comprehensive CSR strategy that aligns with core business objectives.
- Conduct thorough stakeholder mapping and materiality assessments.
- Design and implement effective community investment and employee volunteering programs.
- Master techniques for building and managing strategic cross-sector partnerships.
- Measure social return on investment (SROI) and community impact.
- Utilize global reporting frameworks like GRI and SASB for transparent reporting.
- Integrate the UN Sustainable Development Goals (SDGs) into corporate strategy.
- Communicate CSR initiatives effectively to internal and external stakeholders.
- Manage reputational risks associated with social and environmental issues.
- Champion a culture of corporate citizenship and ethical business practices.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and practical, ensuring participants can immediately apply their learning. We move beyond traditional lectures to foster a dynamic learning environment built on collaborative engagement. The course heavily utilizes real-world case studies of leading global companies, allowing participants to analyze successful CSR strategies and learn from their challenges. A significant portion of the training is dedicated to hands-on workshops where attendees will work in groups to develop a mock CSR strategy, conduct a stakeholder analysis, and create an impact measurement framework. These interactive sessions are facilitated by expert trainers who encourage critical thinking and peer-to-peer learning. Participants will receive constructive feedback throughout the process, refining their skills in a supportive setting. The methodology combines theoretical knowledge with practical application, equipping professionals with not just the "what" and "why" of strategic CSR, but the "how" to implement it effectively within their own organizations.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF STRATEGIC CORPORATE SOCIAL RESPONSIBILITY

- The evolution of CSR from philanthropy to shared value.
- Understanding key theories: Carroll's Pyramid and the Triple Bottom Line.
- The business case for strategic CSR: linking social impact to profitability.
- Global drivers of CSR: investor expectations, consumer demand, and regulation.
- Introduction to ESG (Environmental, Social, and Governance) criteria.
- Defining corporate citizenship and ethical business practices.
- Analyzing the role of CSR in brand reputation and risk management.



UNIT TWO: DEVELOPING AND IMPLEMENTING A CSR STRATEGY

- Conducting a CSR audit and situational analysis.
- Stakeholder mapping and engagement techniques.
- Performing a materiality assessment to identify key priorities.
- Setting clear CSR goals, objectives, and Key Performance Indicators (KPIs).
- Aligning CSR initiatives with corporate mission, vision, and values.
- Securing internal buy-in and building a cross-functional CSR team.
- Budgeting for CSR programs and allocating resources effectively.

UNIT THREE: MANAGING HIGH-IMPACT COMMUNITY PROGRAMS

- Conducting community needs assessments to ensure program relevance.
- Designing effective community investment and corporate philanthropy programs.
- Developing and managing successful employee volunteering initiatives.
- Building strategic partnerships with non-profits, government, and community groups.
- Principles of cause marketing and strategic sponsorships.
- Ensuring program sustainability and scalability.
- Ethical considerations in community engagement and development.

UNIT FOUR: MEASURING AND REPORTING SOCIAL IMPACT

- Introduction to impact measurement and evaluation methodologies.
- Key frameworks: Logic Models, Theory of Change, and Social Return on Investment (SROI).
- Developing metrics to track social, environmental, and economic outcomes.
- Data collection methods for community impact assessment.
- Overview of global reporting standards: GRI, SASB, and Integrated Reporting.
- Crafting compelling CSR and sustainability reports.
- Communicating impact effectively to diverse stakeholders.

UNIT FIVE: ADVANCED CSR AND FUTURE TRENDS

- Integrating the UN Sustainable Development Goals (SDGs) into business strategy.
- Managing CSR in the global supply chain.

- The role of technology and innovation in driving social impact.
- CSR and crisis management: responding to social and environmental challenges.
- The rise of B Corps and social enterprises.
- Future-proofing your CSR strategy for emerging trends.
- Capstone project: presenting a strategic CSR plan.



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 reporting metrics, how can an organization authentically embed a culture of social responsibility that permeates every decision, from the boardroom to the front line?

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

This course distinguishes itself by moving beyond the theoretical and often siloed approach to Corporate Social Responsibility. While many programs focus solely on philanthropic activities or basic reporting, our curriculum is built around the strategic integration of CSR into the core of business operations to create "shared value". We provide participants with a robust toolkit for not just managing community programs, but for designing initiatives that generate a measurable Social Return on Investment (SROI) and contribute directly to business objectives like brand loyalty, employee retention, and market differentiation. A key differentiator is our intensive focus on stakeholder engagement and materiality analysis, ensuring that CSR efforts are targeted, relevant, and impactful. Rather than simply discussing concepts, the course emphasizes practical application through hands-on workshops where participants build strategic plans, conduct mock stakeholder dialogues, and design impact measurement frameworks. This pragmatic, results-oriented approach ensures that graduates leave with the ability to lead, measure, and communicate high-impact CSR strategies that create sustainable value for both the company and the community.