Sustainable Business Transformation and Change Management Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #SUS7291_284427

Course Introduction / Overview:

This course provides a comprehensive framework for leading organizations through the critical process of sustainable transformation. In an era where Environmental, Social, and Governance (ESG) factors are paramount, the ability to integrate sustainability into core business strategy and manage the associated organizational change is no longer optional but essential for long-term viability and success. This program moves beyond theoretical concepts to offer practical, actionable strategies for driving meaningful change. We will explore the foundational principles of sustainability, drawing on the seminal work of John Elkington, who introduced the "triple bottom line" concept in his book "Cannibals with Forks: The Triple Bottom Line of 21st Century Business". Participants will learn how to diagnose organizational readiness, design a robust sustainability strategy, and implement effective change management practices to ensure successful adoption. BIG BEN Training Center has designed this course to empower leaders to navigate the complexities of stakeholder engagement, overcome resistance, and embed a culture of sustainability that fosters innovation, resilience, and a competitive advantage in the global marketplace. This is a journey from strategic intent to tangible impact, equipping you with the tools to lead your organization towards a more sustainable and profitable future.

Target Audience / This training course is suitable for:

- Chief Sustainability Officers (CSOs).
- Change Management Professionals and Consultants.
- C-Suite Executives (CEOs, CFOs, COOs).
- Corporate Social Responsibility (CSR) Managers.
- Strategy and Corporate Development Managers.
- Operations and Supply Chain Directors.
- Human Resources and Organizational Development Leaders.
- Project and Program Managers leading transformation initiatives.
- ESG Analysts and Investment Professionals.
- Product Development and Innovation Leaders.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Energy, Utilities, and Natural Resources.
- Finance, Banking, and Investment Services.
- Technology and Information Technology.
- Retail and Consumer Goods.
- Healthcare and Pharmaceuticals.
- Construction and Real Estate.
- Transportation and Logistics.
- Governmental Bodies and Public Sector Agencies.
- Non-Profit and Non-Governmental Organizations (NGOs).

Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Sustainability and Corporate Social Responsibility (CSR).
- Operations and Supply Chain Management.
- Human Resources and Organizational Development.
- Finance and Investment Relations.
- Risk Management and Compliance.
- Marketing and Corporate Communications.
- Research and Development (R&D).
- Procurement and Sourcing.
- Legal and Regulatory Affairs.

Course Offerings:

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

- Develop a comprehensive sustainable business strategy aligned with organizational goals.
- Apply established change management models to sustainability-focused transformations.
- Conduct a thorough materiality assessment to identify key ESG priorities.
- Master stakeholder mapping and engagement techniques for effective communication.
- Design and implement strategies for building a corporate culture of sustainability.
- Measure and report on sustainability performance using global frameworks.
- Lead teams through the complexities of organizational change and overcome resistance.
- Integrate circular economy principles into business operations and supply chains.
- Identify risks and opportunities associated with the transition to a sustainable model.
- Foster innovation in sustainable products, services, and business models.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning within their organizations. We move beyond traditional lectures to a blended approach that emphasizes experiential learning. The course is built around real-world case studies of successful and challenging sustainable transformations, allowing participants to analyze complex scenarios and debate strategic decisions. Interactive workshops and group exercises will be used extensively to facilitate collaborative problem-solving and the co-creation of knowledge. Participants will engage in simulations of change management processes, from stakeholder negotiations to communication planning. Self-assessment tools and reflective practice sessions are integrated throughout the program to encourage personal development and a deeper understanding of one's leadership style in the context of sustainable change. Our expert facilitators foster a dynamic learning environment where open discussion and peer-to-peer feedback are encouraged, ensuring a rich and rewarding educational experience that translates directly into enhanced professional capability.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Business and Strategic Imperatives

- The Evolution of Corporate Sustainability from CSR to ESG.
- Understanding the Triple Bottom Line: People, Planet, Profit.
- Key Global Sustainability Frameworks (SDGs, GRI, SASB).
- The Business Case for Sustainability: Risk, Opportunity, and Resilience.
- Conducting a Sustainability Materiality Assessment.
- Analyzing the Competitive Landscape and Stakeholder Expectations.
- Integrating Sustainability into Corporate Vision and Mission.

Unit Two: Designing the Sustainable Transformation Strategy

- Diagnosing Organizational Readiness for Sustainable Change.
- Setting SMART Sustainability Goals and Key Performance Indicators (KPIs).
- Developing a Strategic Roadmap for Transformation.
- Aligning Sustainability Strategy with Overall Business Objectives.
- Governance Structures for Effective Sustainability Management.
- Securing Executive Buy-in and Sponsorship for Change Initiatives.
- Resource Allocation and Budgeting for Sustainability Projects.

Unit Three: Mastering Change Management for Sustainability

- Core Principles of Organizational Change Management.
- Applying Kotter's 8-Step Process for Leading Change to Sustainability.
- The ADKAR Model for Individual Change Adoption.
- Crafting a Compelling Change Narrative and Communication Plan.
- Identifying and Managing Stakeholder Resistance.
- Engaging and Empowering Employees as Change Champions.
- Building Cross-Functional Teams for Successful Implementation.

Unit Four: Implementing Sustainable Practices Across the Value Chain

- Embedding Sustainability into Operations and Processes.
- Principles of the Circular Economy and Waste Reduction.
- Developing a Sustainable Supply Chain Management Strategy.
- Green Product/Service Design and Lifecycle Analysis.
- Implementing Sustainability Reporting and Disclosure Practices.
- Leveraging Technology and Data for Sustainability Management.
- Training and Development for a Sustainability-Oriented Workforce.

Unit Five: Leading Sustainable Culture and Driving Continuous Improvement

- The Role of Leadership in Cultivating a Sustainable Culture.
- Measuring the Impact and ROI of Sustainability Initiatives.
- Techniques for Fostering Long-Term Behavioral Change.
- Navigating Ethical Dilemmas in Sustainable Business.
- Future-Proofing the Organization: Anticipating Trends and Regulations.
- Celebrating Successes and Creating a Cycle of Continuous Improvement.
- Developing a Personal Action Plan for Leading Sustainable Change.

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:

How can an organization authentically embed a culture of sustainability that permeates every department, rather than treating it as a siloed initiative managed only by a dedicated CSR team?

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

This course distinguishes itself by uniquely integrating the two critical disciplines of sustainability strategy and organizational change management into a single, cohesive framework. While many programs focus on either the "what" of sustainability (reporting, metrics, frameworks) or the "how" of change (communication, leadership), this course bridges the gap by treating them as inseparable components of a successful transformation. We emphasize a systems-thinking approach, enabling participants to understand the interconnectedness of business functions and the ripple effects of sustainable initiatives. The curriculum is built not just on theoretical models but on a deep analysis of contemporary case studies, focusing on the nuanced human and cultural factors that ultimately determine the success or failure of change. Rather than providing a generic toolkit, we guide participants in developing a diagnostic and strategic mindset. This allows them to tailor their approach to their organization's specific context, culture, and challenges, ensuring the strategies developed are both ambitious and realistically implementable. The focus is on building adaptive leaders who can navigate complexity and inspire genuine, lasting organizational change toward a sustainable future.