



Consulting and Training | Reach New Heights

Course Name

Economic and Sustainable Business Strategy

Sector Name

Health, Safety and Environment

Document Type

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Economic and Sustainable Business Strategy

Course Introduction

Climate change. Income inequality. Social injustice. These are just three of the big problems of our time. In Sustainable Business Strategy, you will learn how businesses can thrive and grow while simultaneously playing a major role in solving some of these big problems. You will also learn how you, as an individual, can make a difference.

Through interactive online case studies with leading companies such as Walmart and Unilever, you will learn why purpose-driven firms perform well, and how they can kickstart the wheel of change. You will examine different business models and gain an understanding of the broader landscape, including the role of government, investors, and customers.

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Target Audience

This course is designed for managers, supervisors, team leaders, project managers, and professionals aspiring to leadership roles within their organizations, seeking to enhance their leadership skills and drive organizational success.

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Learning Objectives

- ✓ Identify the business models that can drive change
- ✓ Influence management, leadership, and other key stakeholders as to the competitive advantages of being a purpose-driven firm
- ✓ Examine the broader political and social landscape in which you operate
- ✓ Interpret why collective efforts are important and how business can be a catalyst for system-level change
- ✓ Determine what YOU can do in your career to become a purpose-driven leader

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Economic and Sustainable Business Strategy

Course Outline

✓ 01 Day One

The Business Case for Action:

- ✓ Interpret the business case for change and apply business models that create shared value
- ✓ Analyze industry disruptions and business uncertainties, and create scenario analyses to develop smart strategic options
- ✓ Case Studies: Unilever and Walmart

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Course Outline

✓ 02 Day Two

Driving Change at Scale: Moving Beyond the Firm:

- ✓ Identify what purpose-driven firms are and why they are successful
- ✓ Examine the “Wheel of Change” and how business is a key catalyst to solve large global issues like climate change and income inequality

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Course Outline

✓ 03 Day Three

Analyze cooperative action examples to understand how and why firms cooperate and why it's necessary to enact change

✓ Case Studies

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Course Outline

✓ 04 Day Four

Purpose-Driven Systemic Change:

- ✓ Analyze the investor's role, including the role of stakeholder management, alternative governance, Environmental, Social & Governance metrics, and impact investing
- ✓ Evaluate the role of governments and other institutions in large-scale change and understand why "Systems Thinking" is necessary

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Course Outline

✓ **05 Day Five**

Develop a personal plan for what YOU can do

- ✓ Case Studies and group exercises

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4950.00 \$	Spain , Barcelona
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Dubai

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