

Business Leaders Programme

29 November – 2 December

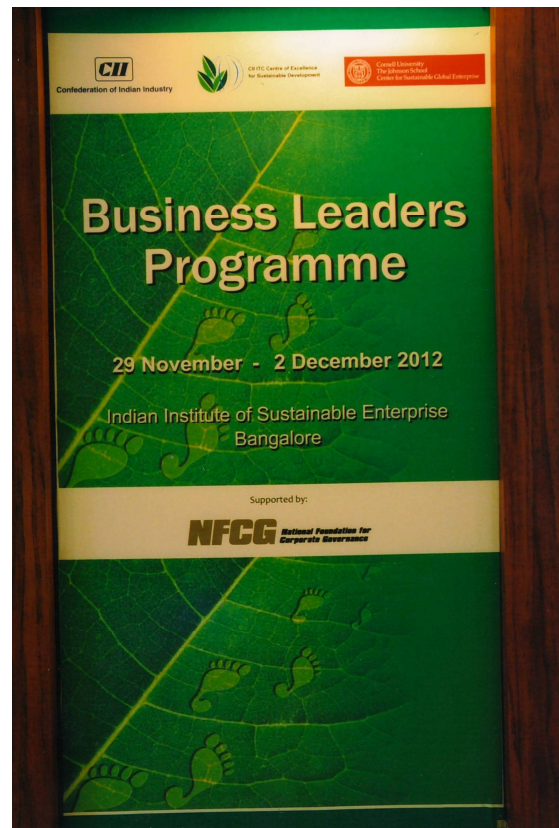
Indian Institute of Sustainable Enterprise, Bangalore

Proceedings

Indian business is growing rapidly in size, scope and global reach. However, growth and continuance of business in the long term, when the nation is targeting higher levels of economic leap-frog, cannot be achieved at the cost of our already fragile environmental and weak social fabric. Rapid geopolitical shifts, resource constraints, rising consumer and investor expectations, and social and environmental legacy issues; all these are occurring at the same time as pressure grows for short term profit maximization.

Businesses today face pressures which are different from their predecessors and their roles and responsibilities are being dramatically redefined in the face of changing expectations. Conventional businesses would view these pressures and expectations as threats to business growth and shareholder value creation. Today, businesses need to identify strategies and practices that can turn the threats into opportunities and contribute to a more sustainable world while simultaneously driving shareholder value; which can be defined as the creation of sustainable value.

A sustainable enterprise is one that contributes to shareholder value,



simultaneously delivering economic, social and environmental benefits – the so called triple bottom line. In this context ‘sustainability’ implies the balanced and synergistic creation of economic, social and environmental value by organizations.

Business Leaders Programme equips with practical knowledge along with modern-day tools and frameworks to turn strategic ideas into actions for creating sustainable business. By examining the best practices of some of the world's most sustainable companies, it is a learning to identify the important elements of winning strategies.

The purpose of the Business Leaders Programme is to reach a highly select group of influential decision makers in leading organizations in order to help them appreciate the challenges and opportunities in sustainable development and inspire them to seek the necessary transformation within their organizations and beyond. It aims to develop champions that will transform business and society into sustainable economy. This programme will provide:

- Essential information and expertise on sustainable development
- A forum for debating the business case for sustainable development and corporate sustainability
- A pool of innovative and practical, imaginative and provocative approaches to learning sustainability issues
- A network for exchange of ideas and best practices on sustainability

Programme content

The programme quickly and effectively sharpens the competitive strategic skills as a manager. Led by internationally respected Prof. Stuart Hart, and using case studies, role plays, and films, the participant will:

- Identify the key sustainability strategies that you need to achieve business success

- Apply the sustainability business portfolio framework that has been tested in the field
- Learn the latest sustainability tools including product stewardship, stakeholder engagement, green leap and embedded innovation
- Blend rigorous strategic logic with the 'view from sustainability lens'
- Network with a diverse and dynamic group of senior executives

Curriculum

By providing frameworks for each phase of strategy development, this intensive programme yields an in-depth understanding of the process. Key topics include:

- Gaining competitive advantage through sustainability strategy
- Aligning resources, businesses, and the organization with sustainability challenges
- Building on agile strategy, structure, and perspective
- Identifying sustainability opportunities and creating a sustainable organisation
- Mitigating sustainability risks and developing appropriate strategies
- Fostering successful interaction with governments, non-governmental organisations, and other key stakeholders



Faculty



Prof. Stuart L Hart

S C Johnson Chair in Sustainable Global Enterprise, Professor of Management
Johnson Graduate School of Management
Cornell University

Guest faculty



Mr. Prasanta Biswal
Senior Manager – Mission
SELCO India



Mr. B Sumant
Managing Director
ITC Infotech Ltd.

Participants

Several decision makers from the following companies have been a part of the training programme.

Bharti Airtel Limited	Ingersoll Rand
Indian Institute of Management	ITC Limited
Mantri Developers Private Limited	Maruti Suzuki India Limited
Monsanto India	Rashtriya Ispat Nigam Ltd.
Rio Tinto India Private Limited	Schneider Electric
Trane India Ltd.	Wipro Limited

Key takeaways

Through lectures, discussions, case studies, and role plays during the intensive 3½ days, the participants are able to:

- Improve strategic thinking and focus on sustainability actions
- Sharpen competitive skills and confidence to change from business-as-usual to sustainable business
- Acquire new skills for building relationships and alliances across non-profit, public, and private sector boundaries
- Learn frameworks to shatter the trade-offs between your business and sustainability objectives while managing complex stakeholder relationships
- Build strategies to gain competitive advantage through sustainability practices, including product & process innovation, sustainable supply chain management, and base of the pyramid business development
- Develop a personal vision and action plan to how you will tackle these challenges and opportunities back on the job

Feedback from Participants

- The programme was excellent; however this type of programme should be conducted separately for manufacturing industries.
- Excellent setup and exercise on Stakeholder Negotiation.
- Good discussion & participation on Portfolio Approach.
- Amazing session which has added to the understanding of sustainability.
- Good insight, out of the box experience.
- Very interactive and innovative discussions.

