



Building Sustainable Organisations

Drive purpose-driven strategies
with lasting impact



Overview

The first half of the 21st century has made sustainable business growth for enterprises globally nearly exigent. The last two decades have seen significant investments from enterprises to make themselves accountable for sustainable resource use with a strong focus on ESG paradigms. Though the 2015 Paris Agreement, adopted by 196 countries, has marshalled the cause of sustainable economies worldwide, recent climate change reports present new evidence of global warming accelerating. More recently, the economic crisis brought about by the Covid-19 pandemic is already being referred to as the 21st century's first "sustainability crisis", which has had a radical and direct impact on business processes and supply chains.

In the Indian business context, businesses face demanding challenges in meeting their net-zero and corporate sustainability goals. A study commissioned by The Climate Change (Conducted by Forrester) found that 24% of companies cited the complexity of the required transformation, 25% highlighted a lack of talent with expertise in implementing net-zero initiatives and 23% of companies specified limited resources to support net-zero initiatives. 31% of Indian companies cited a lack of learning resources and partners as a significant hurdle in achieving their sustainability goals.

The Building Sustainable Organisations programme is designed to address these clear and present sustainability challenges enterprises face. The 3-day programme will provide you with the knowledge and tools to become a purpose-driven sustainability champion while helping you simultaneously address some of the world's most profound challenges. The programme will arm you with an understanding of corporate social responsibility (CSR) and delve into the concept of sustainable value creation for your enterprise.

Dates and Programme Fees

Start date:
July 08 - 10, 2023

Programme Fees:
INR 1,10,000 + taxes

On Campus:
Mohali



You will gain an understanding of various sustainability-related challenges that organisations face today and holistic business models that you can use to balance corporate purpose and societal responsibility effectively.

Learn to align your strategy with environmental, social and governance (ESG) metrics, and build “higher-order” brand attributes that amplify customer engagement and competitive advantage and transform the organisation into a purpose-led business.

Programme Impact

The programme will help you drive purpose-driven strategies that create a lasting impact. The learning journey will arm you with the right know-how to tangibly examine your business’s impact on the larger ecosystem and society. You take a deep dive into assessing and mitigating risks arising from noncompliance and will become aware of the potential cost of inaction.

You will gain insights into the interdependence of social, economic, and ecological factors and be able to map them back to your organisation’s sustainability goals. The programme will also enable you to develop and imbibe sustainability into business processes and the corporate DNA of your organisation by internalising best practices in sustainability in your key processes and decisions. Participants will be proficient in designing and executing business models that create shared value. The programme will also help you recognise and appreciate “Shareholderism vs Stakeholderism” while engaging in stakeholder management for systemic change.



Key Takeaways

- Know how social, economic, and ecological factors influence sustainability goals and gain a deeper understanding of sustainable value creation
- Understand the DNA of purpose-driven firms and why they are successful
- Learn best practices for implementing a sustainability strategy
- Learn about the challenges of implementing sustainable strategies, including identifying and explicating the challenges of managing multiple stakeholders in today's economy
- Understand the critical criteria necessary for selecting a societal mission as part of a growth agenda in a multi-stakeholder world
- Identify metrics that can be used to evaluate sustainable strategies
- Know how to develop a societal mission proposal for your companies or brands and influence management and other critical stakeholders on the competitive advantage of sustainable strategies



Who Should Attend

The programme aims to enable CSR executives/consultants, leaders, entrepreneurs, and purpose-driven professionals responsible for building “higher-order” brand attributes that create customer engagement and competitive advantage for the organisation.

A Learning Journey for :

- AVPs, VPs, General Managers
- Consultants from diverse functions and industries
- Project Managers with responsibility for overseeing large projects
- Other roles with an enormous scope of responsibility



The ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.

Globally Renowned Faculty

ISB faculty includes leading academics with strong domain expertise that is drawn from extensive research, real-world engagements, and rich teaching experience in top global business schools. The faculty also includes accomplished industry practitioners, who have been at the helm of global businesses. These experts will challenge your existing way of thinking, broaden your horizons to include new perspectives on complex problems and their solutions, and empower you to effect innovative ideas and change in your organisations.

Research-backed Thought Leadership

ISB is ranked #1 amongst all business schools in India for research. At our research centres and institutes, faculty collaborate with top minds in the industry and government to develop ground-breaking thought leadership. Participants and their learning journeys will benefit from this rich expertise and its applications in the classroom through novel instructional content and assessments, extensive coaching, and a diverse selection of case studies.

Deep Expertise in Emerging Markets

Emerging economies in the East and South are slated to grow twice as fast as the more established, advanced economies in North America, Western Europe and Japan. Asia is at the centre of this growth story, with India and China poised to contribute 50% of the global economic output by 2050. Immense opportunities await companies that can navigate the unique and formidable challenges of these markets. Unlike most leading global business schools, ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing

organisations and leaders in these markets. Further, embeddedness in a rich ecosystem of business, government and think tanks allows ISB to deliver practical knowledge and craft holistic learning experiences to both local and global companies looking to compete and succeed in emerging markets.

Future-ready Perspectives

ISB Executive Education programmes speak to the new and continually evolving realities of modern work and businesses, including heightened connectivity, lower barriers to entry and scale, unprecedented automation, and shifting demographics. Our learning interventions will help you discover organisational “unlocks” and create future-ready companies that are aware, nimble, and continually learning and innovating to thrive in the next normal.

Transformational Learning Experience

ISB Executive Education programmes are replete with distinctive teaching methodologies and an intensive and challenging learning environment that pushes participants’ learning horizons beyond their pre-existing beliefs. Through lectures from distinguished faculty, local and global case studies, business simulations, and group discussions with extraordinary peers from a broad range of industries, regions, and functions, you will be equipped with the strategies, tools and insights required to transform your thinking and achieve ambitious business objectives. You will return to your organisation, fully ready to apply what you have learned. You will also take with you a rich network of relationships that will enrich your personal and professional lives long after you complete the programme.

Programme Curriculum

Through faculty presentations, case studies, and simulations from leading academicians and experienced industry practitioners, you will understand how to achieve the sustainability mandate with the support of responsible leadership.



Module 1: The Purpose and Concept of a Sustainable Business and the Foundations of Value Creation

- Examine the purpose of the business
- Discuss the controversial essay by Milton Friedman vis-à-vis today's growing concern for organisations to be socially responsible
- Gain an understanding of corporate social responsibility (CSR) and Porter's CSV model
- Delve into the concept of sustainable value creation
- Use case studies and simulations to bring the learnings home expected by customers
- Examine the ethical foundations for business by borrowing a framework from Jonathan Haider
- Apply the framework to the sustainable value creation model
- Arrive at a balanced model to chart corporate purpose
- Explore using a case study on Merck and River Blindness
- Introduce the concept of sustainable business by building on the previous modules
- Share viewpoints from the World Economic Forum (WEF), economist Kate Raworth and others
- Understand real-world applications through group discussions and case studies
- Conclude with a holistic model for business

Module 2: Creating a Sustainable Business

The Sustainability Imperative:

- Understand nature's contributions to economic growth and human well-being
- Explore the science of sustainability – what do we know?
- Gain insights into the interdependence of social, economic, and ecological factors
- Increase awareness of the potential cost of inaction

The Sustainability Movement:

- Understand the multilateral efforts to protect nurture and improve the environmental outcomes of human activity
- Know that legal mandates and regulations are not enough
- Learn how the private sector and civil society are jointly creating triple-win solutions to environmental problems
- Explore examples like the roundtable on sustainable palm oil, carbon disclosure project, science-based targets, and forest stewardship council

The Sustainability Advantage:

- Explore the many benefits of nature-based approaches
- Understand the role of information and communication technology in the service of the first nobility
- Learn how to achieve visibility, traceability, and accountability in supply chains through a combination of emerging technologies and stakeholder engagement
- Increase awareness of the potential cost of inaction

Module 3: Decode Corporate Social Responsibility

- The Indian CSR mandate and firm reactions: What we know
- Shareholderism versus Stakeholderism—the evidence Introduction to CSR and Sustainability – Learn from current practices and understand why it matters for growth
- CSR and Sustainability as a growth strategy
- Making the decision of where to play? - Introduction to the 4 As model
- Evaluate the effectiveness of how other companies/brands are using sustainability as a part of their marketing strategy using the 4 As model
- Understand and prioritise stakeholders and their claims
- Explore the risks of ignoring stakeholder claims
- Create the roadmap to compete on sustainability - the brand roles and business roles
- Engage consumers on sustainability, a purpose-driven brand, along with other stakeholders
- Developing an audit for the sustainability-related marketing of a brand

Programme Faculty

ISB Executive Education programmes are conceptualised and taught by globally renowned faculty who are leading academicians, researchers, and accomplished industry practitioners. Through their advanced research and industry consulting experience, you will learn real-world skills that will help you solve complex business challenges in your organisation.



Ashwini Chhatre

Associate Professor,
Economics and Public Policy,
Chair - IRB, Executive Director – BIPP



Nandu Nandkishore

Adjunct Professor,
Marketing Strategy



Sundar Bharadwaj

The Coca Cola Company,
Chair Professor of Marketing,
Visiting Faculty, ISB

Admission Details

This programme does not have any formal education requirements. However, we admit candidates based on their professional experience and organisational responsibilities. We encourage you to apply as early as possible to secure your seat in the programme.

Executive Benefits

Receive an official certificate from ISB Executive Education, formal recognition of your professional development. Upon successful completion of the programme, participants become a part of the ISB Executive Network, a vast learning community of over 50,000 senior executives and entrepreneurs.

[Apply Now](#)



The on-campus sessions are subject to evolving global situation. Programme content, dates, schedule, fees, delivery platforms, and faculty are subject to change. The programme fee includes food and accommodation at the ISB campus or an equivalent facility based on availability.

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ISB Executive Education reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.

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