



PROJACS ACADEMY
by @egis



Sustainable Leadership and Organization Performance

القيادة المستدامة والأداء التنظيمي

10 - 14 July 2023

Barcelona / Spain

Introduction

Major changes in our world have resulted in the demand for a new type of leadership, one that has long-term sustainability and social responsibility and its core. This type of leadership is known as Sustainable Leadership. A Sustainable Leader is one who creates value for all stakeholders of organization, including future generations, and the community. Sustainable leadership is a set of behaviors, practices, and systems that imagine and shape the future. A future for all.

This exciting and practical five-day training course will cover topics such as Stakeholder Management, Corporate Social Responsibility, Ways to improve communication, Decision-making and problem-solving methods and Critical-thinking and creativity.

Objectives

By the end of this course, you will be able to:

- List the key competencies of sustainable leaders
- Describe ways of engaging with and identifying stakeholders
- Understand the importance of creativity and innovation
- Describe communication barriers and ways to overcome them
- List ways to accurately solve problems and make decisions

Who Should Attend?

- All supervisors, managers, and leaders in any organization
- Marketing, communication, and PR staff
- Human Resource Management HRM professionals
- Those Managers who would benefit from an understanding of the topics covered

Course Outline

Day One

Leading and Managing for a Sustainable Future

- Planet Earth – a fact sheet
- What is sustainability?
- The business case for sustainability
- What this all means for your organization
- The key competencies and behaviors of sustainable leaders

Day Two

Stakeholder Analysis and Management

- Overview of stakeholder engagement and management
- Key documents for stakeholder management (register, matrix, strategy)
- Stakeholder communications and engagement
- The stakeholder engagement process
- Working together: stakeholder in sustainability

Day Three

Corporate Social Responsibility (CSR)

- Understanding Corporate Social Responsibility (CSR)
- The business case for CSR
- Corporate citizenship and organizational image
- Important cultural differences
- Examples of best practices in CSV

Day Four

The Sustainability Journey

- Understanding the journey
- Commencing the journey
- Ethics and corporate governance
- Tools for monitoring, managing, and improving performance
- What might the future bring?

Day Five

Best Practices - Learning from Others

- What are the world's best organizations doing?
- Employer-supported volunteering (ESV)
- HR and organizational behavior
- Developing and presenting the case for sustainability in your organization
- Personal Action Planning (PAP)

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation. slides and handouts.
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **5,200 USD**
**VAT is Excluded If Applicable*

المقدمة

أدت التغييرات الرئيسية في عالمنا إلى الطلب على نوع جديد من القيادة، نوع يتمتع بالاستدامة طويل الأجل والمسؤولية الاجتماعية وجوهرها. يُعرف هذا النوع من القيادة بالقيادة المستدامة. القائد المستدام هو الشخص الذي يخلق قيمة لجميع أصحاب المصلحة في المنظمة، بما في ذلك الأجيال القادمة والمجتمع. القيادة المستدامة هي مجموعة من السلوكيات والممارسات والأنظمة التي تتخيل وتشكل المستقبل. مستقبل للجميع.

ستغطي هذه الدورة التدريبية المثيرة والعملية التي مدتها خمسة أيام موضوعات مثل إدارة أصحاب المصلحة والمسؤولية الاجتماعية للشركات وطرق تحسين الاتصال وصنع القرار وأساليب حل المشكلات والتفكير النقدي والإبداع.

الأهداف

بنهاية هذه الدورة، ستكون قادرًا على:

- وضع قائمة بالكفاءات الرئيسية للقادة المستدامين
- وصف طرق التعامل مع أصحاب المصلحة وتحديدهم
- فهم أهمية الإبداع والابتكار
- وصف حواجز الاتصال وطرق التغلب عليها
- ذكر طرق حل المشكلات بدقة واتخاذ القرارات

الحضور

- جميع المشرفين والمديرين والقادة في أي مؤسسة
- موظفي التسويق والاتصالات والعلاقات العامة
- المتخصصين في إدارة الموارد البشرية
- المديرين الذين سيستفيدون من فهم الموضوعات التي يتم تناولها