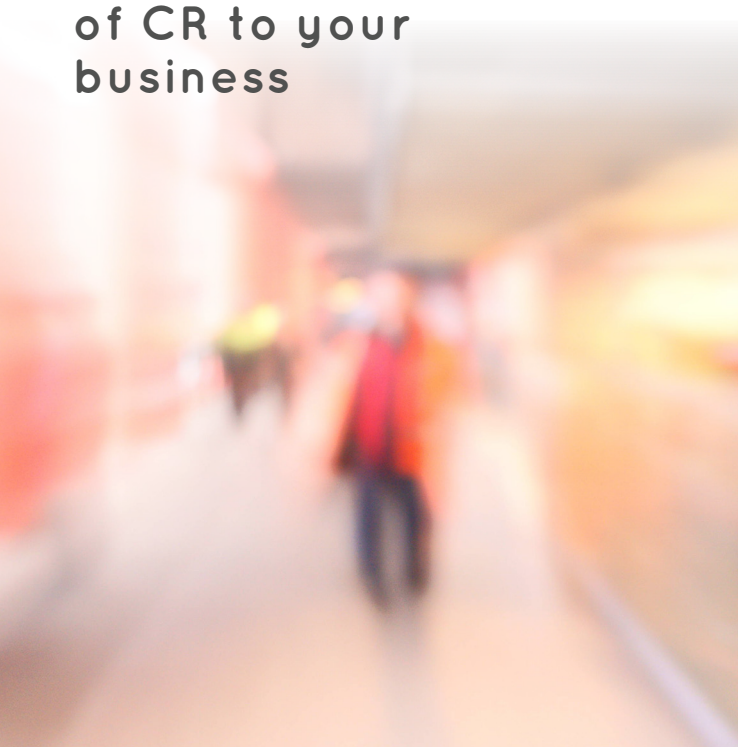




Corporate Responsibility for Business Leaders

**Bring the benefits
of CR to your
business**



Why

CR will bring real benefits to your business. It helps businesses to stand out against their competitors, attract new and retain existing customers, run more efficiently, increase employee satisfaction and build long-term sustainability.

CR management covers all aspects of a business, so knowing where to start can be daunting.

This hands-on training helps business leaders understand the principles of CR by breaking down the job of creating a CR strategy into easily manageable chunks.

At the end of the training the business leader will have:

- * A good understanding of CR and the issues for their business
- * A picture of where they want to be in the long term
- * Short term targets
- * A bespoke action plan to use within their organisation
- * The enthusiasm to embrace CR ideas
- * The skills and knowledge to gain buy-in at all levels and use CR to promote their business



This course is useful for any company beginning their CR journey and would provide an excellent complement to ISO 14001 implementation.

Summary

Corporate Responsibility for Business Leaders is a three day course run over three months.

The training is designed to equip business leaders with the knowledge, skills and enthusiasm to implement a CR programme within their business.

Topics of study include:

- What CR/sustainability is
- The benefits of CR to businesses
- Identifying the main issues for the business
- Developing CR targets and action plan
CR reporting
- Using your CR activities to develop and promote your business

One-to-one training and coaching is also available

Contact us for more details:

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