

Corporate Responsibility Training for Business Leaders

Who we are

media4change is a straight talking, innovative communications company leading the field in sustainable development.

We have experience of working with a wide range of businesses, large and small, developing and communicating their sustainability and corporate responsibility (CR) activities. We have written and designed CR reports; developed communication strategies; created videos; implemented monitoring system; and designed staff engagement campaigns. We also advise SMEs, from a variety of sectors, starting out on their journey towards sustainability.

This means we are ideally positioned to help business leaders gain the skills and knowledge to develop their businesses responsibly and sustainably.

What we can offer

Corporate Responsibility for Business Leaders is a three day course run over a three month period. The training is designed to equip the business leader with the knowledge, skills and enthusiasm to implement a CR programme within their business. One-to-one training and coaching is also available.

Topics of study include:

- What corporate responsibility/sustainability is
- The benefits of CR to businesses
- Identifying the main issues for the business
- Developing CR targets and an action plan
- Corporate responsibility reporting
- Getting the most out of your corporate responsibility activities and using them to develop and promote your business

Outcomes

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

We believe that the adoption of CR initiatives will make businesses stand out against their competitors, attract new and retain existing customers, run more efficiently, increase employee satisfaction and build long-term profitability and sustainability.

This course is an excellent complement to ISO 14001



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Course Structure

The specific course content will be tailored to meet your individual business requirements however a guide course structure would be:

Session 1 - Introduction and applying CR to your business

- What is corporate responsibility
- Why is CR of benefit to businesses
- Who should be responsible for CR
- What is your business doing now
- Benefits of communicating your CR activities
- What communication channels are currently used and what is communicated
- What are other businesses doing

At the end of the first session attendees will have a good idea of the CR issues for their business and will be able to look at their business from a CR point of view.

Session 2 - Where do you want to be

- Where do you want to be
- Where are you now
- Gap analysis
- How to get to where you want to be - setting some short term targets
- Start action planning to achieve the short term targets

At the end of the second session attendees will know where they want their business to be in the long term, will have set short term targets to start reaching those goals and will have started an action plan to meet their short term targets.

Session 3 - Communications

- Firm up action plan including identifying a programme leader
- Communication planning
 - Internal communications
 - External communications
- CR Reporting - the benefits and what to include
- Sources of help and possible awards

At the end of the final session attendees will have a completed action plan, will know how to communicate their CR activities in order to receive the maximum benefit from them and will know where to go for additional help.

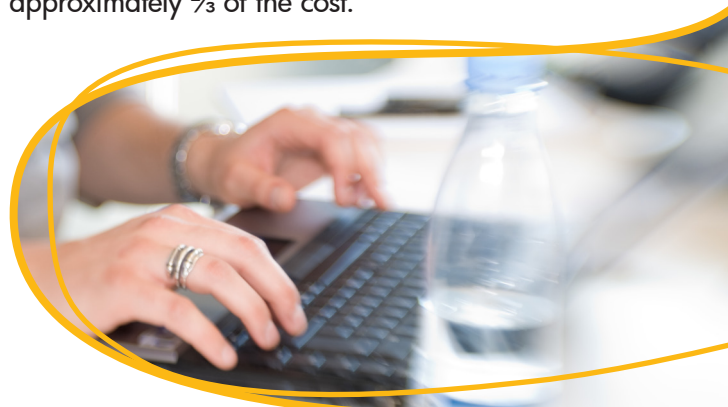
Duration

Each session will last for one day and the course will be run monthly over a three month period.

Cost

£750 per person (minimum of 2 people). A discounted rate of £650 per person is offered for groups of 4 people or more.

Your business may be eligible for funding to cover approximately $\frac{2}{3}$ of the cost.



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