



**Schulich**  
School of Business  
Executive Education Centre

# Implementing Sustainability for Competitive Advantage

*Learn to look at your business through a sustainability lens to help drive business value, mitigate risks and position your organization for long-term success.*

**NEW PROGRAM!**  
Learn from the No. 1 business school in Canada for Sustainability and Responsible Business!

**Register for an Upcoming Session:**

April 15 - 17, 2019  
October 16 - 18, 2019

## What Participants Say About SEEC Programs:

*"I valued the combination of theory and hands-on application of the strategies provided to us."*

**Jacqueline McAskill, Product Manager**  
LCBO

*"The course is well-structured with enough material to provide in-depth knowledge, as well as methods to apply the material taught."*

**Sharma Munish, Process Improvement Manager**  
Loblaws Companies Ltd.

*"This course will truly help improve the way I manage my team in the future."*

**Karen Leung, Operations Manager**  
Shoppers Drug Mart

*"Great content, presented in an easy-to-understand format with enough challenges/activities to help really bring the message home."*

**Ron Kornblum, Director**  
Walmart

### Unique course features:

Develop a strategic perspective on sustainability and acquire the practical tools to implement it in your organization's context.

Use your own organization as a case study for learning to integrate sustainability considerations into business strategy.

Taught by professors, lecturers and practitioners from the number one ranked MBA Sustainability program in Canada.



### Registration Bonus!



Receive a copy of *Re-Imagining Capitalism: Building a Responsible Long-Term Model*, co-edited by Schulich's Dean Horváth, and published by Oxford University Press on the occasion of Schulich's 50th anniversary.

**Register Today / Complete Details**

<http://seec.online/12103>



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## In order to survive, organizations must integrate social and environmental impacts into their business model.

Stakeholders across the board – consumers, regulators, employees and suppliers – see the alignment between an organization's business interests and those of society as a pre-requisite. **Yet many executives and managers tasked with integrating sustainability into their organizations or departments lack the multi-dimensional understanding required to unlock its full potential.**

This program has been developed to give those in “non-sustainability roles” the ability to critically assess their business through a sustainability lens, which will provide them with **new insights on how to build competitive advantage, mitigate risks and grow their organization.** With a focus on practicality, it outlines and clarifies the foundational concepts, and then digs into the key steps, functions and frameworks involved in implementing sustainable operations for competitive advantage.

### Top Take-Aways

1. The latest **sustainability frameworks** to create global competitive advantage.
2. **Fundamental** sustainability management concepts based on real-world scenarios.
3. **Building innovation into sustainability** strategies to drive business value across a range of industries.
4. **Managing social, environmental and economic risk** in a disruptive world.
5. Best practices in **sustainability accounting and reporting** for impact.
6. **Leading teams and managing stakeholder roles and expectations** around sustainability issues.

### Who Should Attend

- Anyone who is in charge of strategic planning for, or newly tasked with implementing, sustainability initiatives and projects for their organization, division or department
- Organizational Corporate Social Responsibility practitioners/consultants wishing to refresh and update their skills and knowledge in the area of sustainability
- Managers, directors and executives in organizations at the beginning stages of integrating sustainability into their organization

**Faculty** is made up of top MBA professors, award-winning lecturers and practitioners.

**Kathrin Bohr** is a Senior Partner with Stakeholder Research Associates (SRA) and, prior to joining SRA, held the position of Director, Sustainability Solutions at Intertek.

**Charles Cho** is Professor of Accounting and Erivan K. Haub Chair in Business & Sustainability at the Schulich School of Business, York University.

**Lindsay Colley** is a CPA, CA who has held sustainability roles at Ernst & Young, Tim Hortons Inc. and the Canadian Public Accountability Board.

**Dirk Matten** is a Professor at the Schulich School of Business where he holds the Hewlett-Packard Chair in Corporate Social Responsibility.

**Kludia Watts, MBA,** is a Sustainability and Corporate Responsibility practitioner, recognized as one of Canada's Top 30 Sustainability Leaders by Corporate Knights.

## Overview of Learning

### The Global Context of Sustainability

- Revamping your current business strategy to incorporate environmental and social impacts
- Understand the opportunities for sustainability
- Apply the most recent standards and global frameworks, trends and applications
- Examine how businesses create competitive advantage across different core functions

### Implementing Sustainability Strategies

- Learn concrete steps of how businesses can adopt and manage sustainability effectively
- Highlight the economic value of sustainability actions in various contexts
- Implement different levels of sustainability strategies, the role of leadership and the skills managers require
- Improve stakeholder engagement and build strong partnerships across industries

### Measurement and Reporting in Sustainability

- Understand key reporting tools, requirements and best practices for measuring impact
- Explore sustainability accounting and its application

### Innovation and the Future of Responsible Business

- Explore sustainability and responsible business in the digital era
- Big data, AI, technology and the implications on responsible business decisions

#### Dates & Locations:

**April 15 - 17, 2019**  
Executive Learning Centre

**October 16 - 18, 2019**  
Miles S. Nadal Management Centre

#### Registration Fee:

\$2,950 + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees and locations are subject to change

Get the whole picture.

Preview complete course content and instructor bios online.

**Complete Details / Register Today**

<http://seec.online/12103>

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or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)