BLACKBIRD FOR TRAINING

Sustainable Business Strategy

6 – 10 September 2027
Amsterdam (Netherlands)



Sustainable Business Strategy

Ref: 321625_136362 **Date:** 6 – 10 September 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5900 GBP

Introduction

As the world increasingly faces environmental and social challenges, integrating sustainable business strategies has become essential for future success and continuous innovation. This Sustainable Business Strategy training course is designed to enhance your understanding of how to incorporate sustainability into business strategies. You will explore the changing relationships between businesses, communities, and the environment, while focusing on how sustainability can be integrated into business strategy to achieve competitive advantage. Through case study examples, participants will learn how to think innovatively about sustainability challenges and allocate resources to balance environmental and social responsibilities with profitability.

This course will explore the meaning and role of business sustainability from a management perspective. It will discuss the emergence and importance of employee engagement, encouraging participants to reflect on how sustainability challenges are impacting and being influenced by business activities. You will also examine how management's responsibility to shareholders for financial returns can be balanced with meeting broader stakeholder expectations, highlighting mutual benefits for people, organizations, and economies. This training will guide you on integrating sustainability policies into business strategies and operations to boost competitiveness and brand integrity.

Course Objectives

- Critically evaluate the meaning and role of sustainable business strategy in the corporate context.
- Develop innovative approaches to overcoming sustainability challenges from a management and organizational perspective.
- Analyze the connection between sustainability and corporate activities and their impact on business operations.
- Identify creative solutions for embedding sustainability in various types of organizations.
- Analyze the role of sustainability in corporate strategy, organizational culture, and operations.



Course Outlines

Day 1: The Sustainable Vision

- The meaning of sustainability in business and how it connects to corporate strategy.
- How different strategic perspectives influence sustainability.
- The history and evolving challenges of sustainability.
- The three pillars of corporate social responsibility: People, Profit, and Planet.

Day 2: Developing a Sustainable Strategy

- Sustainability leadership: Challenges and responsibilities.
- Identifying corporate ambition and aligning sustainability.
- Understanding how sustainability issues are integrated into strategic planning and product development.
- Recognizing the opportunities and challenges posed by sustainability.
- Engaging key stakeholders in sustainability goals.
- Using sustainability as a competitive edge in business.

Day 3: Sustainable Operations

- Operational functions that support sustainability.
- Sustainable entrepreneurship and procurement.
- Managing sustainable supply chains and supplier relations.
- Embedding sustainability across business operations.

Day 4: The Role of Innovation in Addressing Sustainability Challenges

- The role of technology in sustainable business practices.
- Sustainability and the future of energy.
- Implementing sustainable quality and design.
- Developing a sustainable marketing mix for long-term success.

Day 5: Sustainable Finance

- The importance of sustainable finance in business.
- Methods to measure sustainability and evaluate corporate performance.
- Managing sustainability risks and leveraging green investments.
- Socially responsible investments and their role in business performance.



Why Attend this Course: Wins & Losses!

- Learn effective strategies for sustainable business practices and integrate them into corporate strategy for long-term success.
- Acquire the necessary skills to innovate and overcome sustainability challenges while fostering growth in a competitive marketplace.
- Understand how to embed sustainability across various aspects of business operations, ensuring brand integrity and competitive advantage.
- Gain practical knowledge on corporate sustainability, including sustainable finance and how to measure sustainability across your business.
- Enhance your ability to engage stakeholders and create sustainable business strategies that align with your company's goals.

Conclusion

By the end of this course, you will have a deep understanding of how to develop and integrate sustainable business strategies across your organization. You will be equipped to address sustainability challenges with innovative solutions and strategically align your business goals with environmental and social responsibilities. As a participant, you will gain practical insights into embedding sustainability into every aspect of your business—from strategy development to operations—ensuring your company's growth and long-term success. Whether you are focused on sustainable business development or enhancing sustainable practices, this course will provide you with the tools and knowledge you need to lead your organization toward a sustainable future.

Join us in this transformative course to understand how to create and implement effective sustainable business strategies and ensure your organization thrives in a rapidly evolving world.

