

## Sustainable Business Strategy

*Rome (Italy)*

*8 - 12 June 2026*

UK Training

# PARTNER



## Sustainable Business Strategy

Code: NC28 From: 8 - 12 June 2026 City: Rome (Italy) Fees: 4900 Pound

### 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.

UK Training

**PARTNER**



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.





## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut





## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



هيئة تنظيم الكهرباء - عمان  
AUTHORITY FOR ELECTRICITY REGULATION, OMAN  
Authority for

UK Training  
**PARTNER**





## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

