



LEADERSHIP

CS2 CORPORATE SOCIAL RESPONSIBILITY AND STRATEGY FORMULATION

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The course is designed to help managers understand why corporate social responsibility is important in the modern business environment and enable them to examine how organisational behaviour is impacted by CSR. The course will then continue to identify how CSR can be incorporated into strategy formulation.

SKILLS ATTAINED

- ✓ Understand how to formulate a CSR strategy
- ✓ Explain the importance of corporate social responsibility
- ✓ Make a business case for CSR
- ✓ Understand the importance of Public Relations in creating and maintaining a CSR strategy
- ✓ Understand the impact CSR has on the organisation

COURSE INFORMATION

 5 Training Days

 London: £3600 + VAT
Dubai: \$4400

 Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

 24 - 28 Jun 19 (London)
02 - 06 Sep 19 (London)
22 - 26 Sep 19 (Dubai)
01 - 05 Jun 20 (London)

 Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

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COURSE PROFILE

Strategy formulation & Implementation

- ✓ Identifying key objectives
- ✓ Situation analysis
- ✓ Formulating business strategies
- ✓ Strategic communication & planning
- ✓ Evaluation and selection

Introduction to Corporate Social Responsibility

- ✓ How leaders create a culture of CSR
- ✓ Best practice in CSR
- ✓ The impact of CSR on your employees
- ✓ Using CSR to enhance your client relationships
- ✓ Corporate Responsibility and its impact on the environment

The Business Case for Corporate Social Responsibility

- ✓ How to gain and maintain corporate support for CSR
- ✓ The Strategic Imperatives involved in CSR
- ✓ Taking the lead on corporate social responsibility - The importance of PR
- ✓ Identifying and managing the risks of CSR

Implementing CSR in your organisation

- ✓ Developing your organisation's CSR vision
- ✓ Creating CSR objectives
- ✓ The key steps to make the CSR change effective

Creating a CSR plan

- ✓ Developing a CSR plan
- ✓ Communicating the plan
- ✓ Overcoming objections
- ✓ Measuring impact and results
- ✓ Auditing and reviewing CSR performance
- ✓ Maintaining a culture of CSR

WHO SHOULD ATTEND

This innovative and practical course has been designed for Leaders and Senior Managers charged with developing CSR initiatives and for Marketing or Public Relations Managers responsible for their organisation's dealings with the community or their organisations public perception.

COURSE BOOKING

 +44 (0) 207 724 6007

 training@lmcuk.com

 www.lmcuk.com

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"I really enjoyed my time at LMC over the past week. It was a really good opportunity for me to attend a fast track course delivered by a group of very much qualified trainers."

Tareq Al-Kanderi
KAFCO, Kuwait