UNC
KENAN-FLAGLER
BUSINESS SCHOOL

Executive Development

Becoming Green:
Effective Sustainability Strategies for You and Your Organization

(3 Days – see website for dates)

Tuition: $3,700*

OVERVIEW

In today's turbulent economic environment, sustainability thinking represents a major way that individuals and companies can position themselves to thrive. Strategic thinking about corporate environmental and social impacts can lead to short- and long-term competitive advantage. By taking a whole-systems approach to your business and its impacts, you can help unlock innovation and creativity.

Sustainability is not a trend; it is here to stay. Learn how to minimize environmental impact, extract value from the increasing prevalence of "green" products and services, and improve your stakeholder relationships inside and outside of your firm. This course will allow you to position yourself and your organization to navigate risks and pursue rewards as you seek sustained success.

WHO SHOULD ATTEND

Mid to high-level decision makers from all types of organizations who are revitalizing corporate sustainability efforts or initiating early stages of sustainability thinking

KEY BENEFITS

- Understand the connection between sustainability and strategic innovation and how successful companies use innovation to drive results
- Examine the history and relevance of sustainability and how businesses are uniquely equipped to make a substantial impact
- Examine strategies on how to grow the business while making a positive impact on the environment and society
- Gain insight on how to connect with alliance partners who can help accelerate your sustainability efforts
- Learn best practices and pitfalls to avoid when implementing a sustainability strategy
- Design a framework for determining and prioritizing which environmental and social impacts are most relevant to you and your organization
- Learn about "green washing" and its negative implications
- Create a "*green lens tool box*" that will serve as a guide to help you achieve your sustainability goals
- Connect with other participants also facing similar challenges and opportunities
- Learn from Kenan-Flagler Business School faculty experts who are sought after by organizations across the world seeking to align initiatives with sustainability in mind
- Incorporate metrics to manage your supply chain and corporate spending more effectively
- **Action Plan: Work in small groups to identify your top opportunities going forward and create an action plan for immediate implementation**

**Tuition includes instruction, materials, continental breakfast and lunch. Accommodations not included. To encourage group participation, multiple participant discounts are available.*

For more information, call **1-800-UNC-EXEC** or visit us online at **www.ExecDev.unc.edu**

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