



# CORPORATE STRATEGIES FOR SUSTAINABILITY

Dates: 11 February 2013  
Length: 1 day 9:00am - 5:00pm

Fee: \$800

## OVERVIEW

Many executives understand strategy, but struggle to embed it within the organisation. This program explores new ways to formulate and implement strategy. Couched within emerging strategic imperatives around sustainability, participants will consider the relationship between strategy, culture and operations and understand the increasing significance of stakeholders.

## BENEFIT

Participants will develop an enhanced capacity to;

- understand of relationship between stakeholders, organisational culture, strategy and performance measurement
- appreciate the relationship between business and sustainability
- generate engagement with organisational strategy
- appreciate the connections between strategy formulation and strategy implementation

## CONTENT

- Emerging frameworks for strategy formulation
- The sustainability agenda
- Internal and external engagement and participation for effective strategic understanding
- Execution barriers
- Organising for success

## FACILITATOR

**Dr Colin Higgins** is an international expert in corporate responsibility and governance. He has worked with and in organisations exploring how business organisations make sense of and contribute to the evolving corporate responsibility and sustainability agenda — particularly through their social/environmental reporting practices. His work has been published in leading internationally peer-reviewed journals such as *Accounting, Auditing and Accountability* and the *Journal of Corporate Citizenship*. He is a regular contributor to international business and management conferences.

## EXECUTIVE EDUCATION UNIT

The Executive Education Unit utilises the discipline strengths of the Faculty of Business and Law within Victoria University and selected expert consultants in: leadership, management, accounting; banking and finance; logistics; law and hospitality to provide a range of services to industry and the community. The aim is 'learning for sustainability and business expansion' with a philosophy of 'learning to learn'.

## WHO SHOULD ATTEND

Executives and Senior Managers.

## VENUE

Victoria Graduate School of Business:  
Victoria University, 300 Flinders St, Melbourne

## REGISTRATION

Registration form available from the Executive Education Web site:  
[www.vu.edu.au/eeu](http://www.vu.edu.au/eeu)

## CONTACT US

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