

# SL21

## SUSTAINABLE LEADERSHIP FOR INNOVATION & COMPETITIVE ADVANTAGE

Growing environmental and social volatility, and increasing expectations for positive societal impact by investors, employees and consumers, require today's business leaders to exercise sophisticated, sustainability-based management. Embedding sustainability in your core business strategy will decrease costs and improve financial performance by driving innovation, supporting employee engagement and retention, reducing your risks, improving operational efficiencies and increasing consumer and supplier loyalty.

NYU Stern's Center for Sustainable Business is pleased to offer a first of its kind tailored Executive Education program to help business leaders engage proactive and innovative mainstreaming of sustainability, resulting in competitive advantage and resilience for their companies, and a positive impact for society.

### PROGRAM DETAILS

- Offered to senior executives and mid-level executives across all industries
- Building on a core curriculum, content, audience and length is tailored to the needs of the company
- Mini-case studies on sustainable leadership in business
- Design-thinking approach to interviewing key stakeholders to assist understanding of company's sustainability difference

### COMMON LEARNING OBJECTIVES

#### 1 Leadership Training

Focus on aligning sustainability with vision, culture, values, innovation and strategy

#### 2 Skills Development

Develop skills such as systems and design thinking, stakeholder management, communication, and employee inspiration

#### 3 Sustainability Commitment

Solidify and communicate the company's sustainability "difference" and competitive advantage



Center for Sustainable Business



Executive Education

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### PROGRAM CONTENT

Combining lectures and group ideation sessions tailored to your company, the content of the course may include the following elements:

- ▶ **Setting the Context.** Environmental, social, economic and consumer trends related to sustainability
- ▶ **Leadership Trends.** Stakeholder expectations and purpose-driven leadership in business
- ▶ **Cultural Trends.** Consumer insights, brands with purpose and messaging evolutions
- ▶ **Company Spotlight.** Overview of your company's sustainability approach, both strengths and weaknesses
- ▶ **Looking Ahead.** How your company can systematically bring sustainability to 1) employees; 2) product, supply chain and process innovation; 3) customer engagement

### ABOUT THE DIRECTOR



CSB's director, Professor Tensie Whelan, previously ran Rainforest Alliance for 15 years, where she and her team recruited 5,000 companies to manage their supply chains more sustainably and engage consumers around brands with purpose.

She has direct experience in helping business leaders embed sustainability and make it a winning financial proposition, and has trained hundreds of business leaders.

### WHAT OUR CLIENTS ARE SAYING

**“Very engaging, informative, inspiring. Pace was perfect. Want to return to do it all over again!”**

### INTERESTED IN A PROGRAM? CONTACT US:

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