



LEADERSHIP AND SUSTAINABILITY: BALANCING PROFITABILITY AND THE PLANET



OVERVIEW

The world at large is faced with many challenges in the area of sustainability. The media bombards the public with articles on climate change and global warming, water scarcity and plastic pollution, to name but a few. On the other hand, corporations have a fiduciary duty towards their shareholders to generate returns. While some see the goal of sustainable living being an opposite to being profitable, the world does not have this luxury. The reality is that profitability without sustainability is not only meaningless but dangerous as well.

COURSE DESCRIPTION AND MAIN OBJECTIVE

This course deals with the complexity created by the challenge of balancing profitability of organizations with the environmental cost thereof. Participants will be exposed to contemporary leadership challenges as they attempt to find the floating optimal equilibrium between profit and planet. The course looks at sustainability issues from the perspectives of people, profit and planet.

LEARNING OUTCOMES

After completion of the course, delegates will be able to:

- Discuss Sustainability Challenges in the context of International Management
- Know and implement the Leadership Skills specific to create a Culture of Sustainability
- Identify the Core Values of Sustainability and align it to Strategy Formulation
- Create shared value through Sustainability Leadership Competencies
- Develop and implement Sustainability as a Competitive Strategy

CONTENTS

The course is divided into three themes:

Theme 1: Environmental Sustainability Challenges: Introduction to Sustainability; Environmental Challenges of International Management; The Pillars of Sustainability; Different Sustainability Models; Population Growth and Circular Economy; and Green Supply Chain Management.

Theme 2: Leadership Skills and Sustainability: Introduction to Sustainability and Leadership; Core Values and Sustainability; Strategy Formulation and Sustainability; Corporate Sustainability and creating a shared value, Key Competencies of Sustainability Leadership.

Theme 3: Sustainability and the Future: Synergizing physical, biological and technological systems; Leadership traits for the next Industrial Revolution; Different economic models for prolonged future sustainability; and the role of technology in creating a more sustainable future.



FACULTY MEMBER

Professor Steyn Heckroodt is an international thought-leader in the fields of Leadership and Strategic Thinking and provides a wealth of experience and expertise when engaging with global business leaders. He has experience as a Harvard Business School Publishing Moderator, HBR Author, Dean of Academic Affairs, Founder and CEO of Platform for Connected Leadership and Executive Director for StratisQ MENA and leads a strong team of professionals in shaping the future of companies.

Professor Heckroodt focuses on developing individual greatness, leading people to exceed as team players and to become organisational disruptors, dealing with complexity. He transforms leaders by inspiring them to challenge the status quo and think differently about 21st Century challenges, learn through self-reflection and engage with others. As creator of the Platform for Connected Leadership Framework, he challenges leaders to act in an empowered manner with increased confidence in decision making as well as a higher level of responsibility and accountability.

Professor Heckroodt passionately believes in continuous lifelong learning and has published in the fields of Strategic Thinking and Leadership and Operations for, amongst others, Oxford University Press and Harvard Business Review.

TARGET GROUP

Business leaders who are involved in either one of the three primary dimensions of environmental sustainability challenges. These refer to People, Profit and Planet. The following three groups are encouraged to attend the course:

- Those involved in People Leadership in the organization.
- Those responsible to drive financial results.
- Those responsible for policy pertaining to environmental sustainability.

ADMISSION REQUIREMENTS

It is assumed participants are able to understand learning material in English and write assignments and follow/participate in discussions on leadership and sustainability in English.

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a "Certificate of Successful Completion" by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a "Certificate of Attendance" and will not be required to complete any assessment.

TEACHING METHODS

- Synchronous teaching on MS Teams.
- Class discussion, case studies, articles, and relevant videos.

DATES

- 16 hours: 20 - 23 December 2021 (4 days of 4 hours each)
- Time: 09h00 – 13h00

FEES

- Certificate of Successful Completion – AED5040 (including VAT)
- Certificate of Attendance – AED4200 (including VAT)

ENQUIRIES

E-mail: cbe-execed@uaeu.ac.ae

