

Your leadership path to sustainability

Business was usual

Innovation in Corporate Sustainability

FIVE-DAY PROGRAMME

Clean energy, footprint reduction, waste management and recycling. These are the issues that spring to our minds when we hear the term 'corporate sustainability'. Sustainability is no longer a fringe topic for business executives. Most companies take considerable steps to reduce their carbon footprint and invest in eco-efficiency measures. Yet the world also faces a dilemma: While companies are the main drivers of positive socio-economic change, data from ecology indicates a worsening, and in some cases, alarming state of affairs. It is time to accelerate the systems change.

This five-day programme demands a new way of thinking and utilises a challenging personalised and ecologically embedded format. Our executive classroom is the unspoiled environment

The business school that thinks
and lives in the future

of the Swiss Alps. For most of this course, you will be outside: learning in – and also from – nature. The objective for this experiential learning platform is to open up to nature, develop a more grounded and deeper connection to sustainability, and gain the skills needed to develop and grow sustainable business practices in your organisation.

Who this programme is for

- Senior business executives with at least 10 years' experience who are in positions that involve strategy, planning, and execution
- Professionals who enjoy learning as part of a community and are courageous to explore ways to increase their impact on corporate sustainability

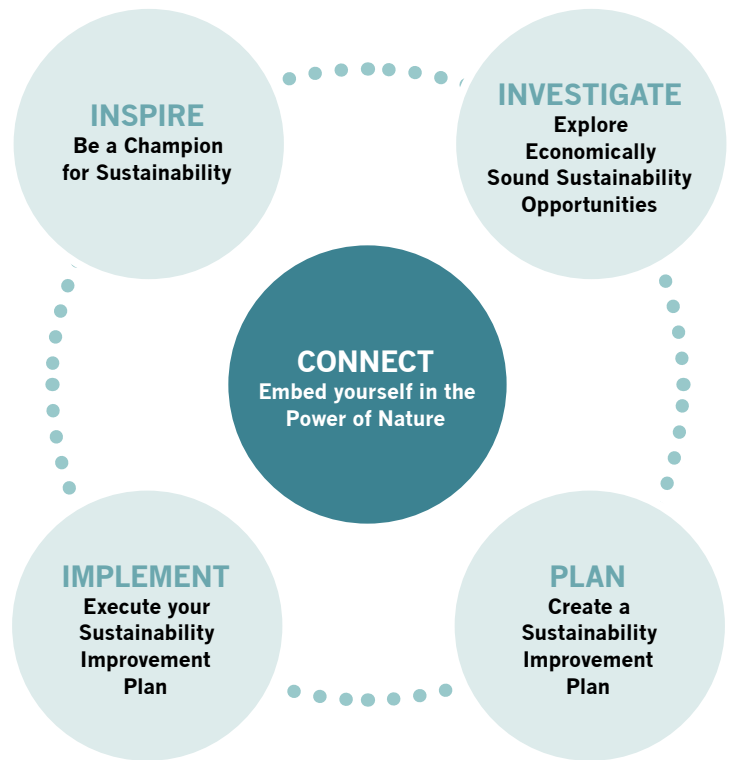
You will gain

- Deep insights into the impact of climate change
- The tools to change your approach to corporate sustainability, using the power of nature to transform ways of doing business
- The skills to identify opportunities for sustainable change, and become a champion of sustainability in your organisation

What the programme delivers

Multiple learning approaches creating an experience of personal and collective learning, teaching, coaching, and reflecting.

- *Experiential learning excursions:* Discover the strong influence of all natural elements in your daily life. Observe the intricate and dynamic relationship between nature and business.
- *Group discussions:* Explore how to integrate your connection with nature in your leadership role. How can you develop your leadership style to become a champion for sustainability in your organisation?
- *Self-reflection:* Assess your personal sustainability goals, the resources required to achieve them, and the barriers you will face. Identify opportunities for change, key stakeholders, and the leadership skills needed to drive the business case.



Programme schedule

Day 1: Prelude

- Learning starts while traveling to Switzerland;
- Afternoon arrival and introduction to the programme
- Lecture by **Suzanne Wolff** on sustainable leadership: 'Personal Plan: Plant your Personal Sustainability Seed...'

Day 2: Earth System

- Morning leadership self-reflection: Your personal leadership goals;
- Travel into the Alps with expert geologist **Rhoda Davidson** who will introduce you to the geological history of the earth and systems and structures in rocks;
- Group discussion on systems and structures in your own organisation. What can you do to create systems and structures that drive sustainability in your business?
- Lecture by **Gail Whiteman**: "The Planetary Boundaries Framework for Sustainability: Implications for Business".

Day 3: Colourful diversity

- Morning leadership self-reflection: The challenges of leading change;
- Join botanist **Marlene Galletti** for a morning excursion and experience the essential role of plants for our health and survival on this planet, how they deal with fierce competition, necessary adaptation and struggle to grow;
- Explore your own definitions of sustainable business. Discover which business practices have been successful, and which have failed. Identify where opportunities for sustainable and profitable practices exist in your business;
- Open discussion: 'Share your good examples of sustainable business. Who are your heroes and what did they do to grow towards sustainability?'

Day 4: Fellow species

- Morning excursion with **Pascale Haegler**, an experienced mountain guide, to learn about animal life in the mountains. Observe their leadership styles, teamwork, survival strategies, and footprint;
- Group discussion during lunch: 'What are the implications of the increasing human footprint, and how to restore the delicate human/nature balance?'
- Afternoon lecture "Driving Sustainable Value Creation: Grasping Opportunities" by a senior representative from the **World Business Council for Sustainable Development**.

Day 5: (Re)connect with Nature

- Morning leadership self-reflection: Creating strong teams to act as sustainable change agents;
- Join **Suzanne Wolff** in a natural setting to help you (re)discover your personal connection with nature and apply this to your leadership style and skills;
- Afternoon group discussion: 'Why and how to integrate nature in your work and leadership? How to develop a sustainable leadership style?'

Day 6: Departure



Faculty



PROFESSOR GAIL WHITEMAN is Professor of Business Society Management at Rotterdam School of Management, Erasmus University (RSM), where she also holds the Ecorys/NEI Chair in Sustainability and Climate Change. She is also Professor-in-Residence at the World Business Council for Sustainable Development

(www.wbcsd.org). She has a PhD from Queen's School of Business in Canada. Her research on sustainability has been published in leading management and ecology journals, including the Academy of Management Journal, Nature, Ecology and Society, and Business Strategy and the Environment. Before entering academia, Whiteman was an Account Director and brand manager in a number of corporate communications and marketing companies.



SUZANNE WOLFF has more than 25 years' experience as a manager and entrepreneur. She has worked for Ahold, the Body Shop Benelux, Merison and African Parks Foundation. Wolff co-founded Good Company, which is the first consultancy firm for corporate social responsibility in the Netherlands, in 1993. She has

taught Retail Strategy at RSM, and serves on non-executive and NGO boards, such as WWF Switzerland. In 2007, she founded Mirador Foundation, which organises short-term nature discovery projects, and personal development and leadership courses in the Swiss Alps.





Rotterdam School of Management, Erasmus University

Rotterdam School of Management, Erasmus University has provided excellence in management education for over 40 years and is a top-ranked international business school renowned for its ground-breaking research in sustainable business practice. RSM makes a difference by transforming critical thinking into practical action to create inspiring and innovative leaders for a sustainable future. www.rsm.nl

PRACTICAL INFORMATION

Dates

9 – 14 June 2013

Location:

Ferpecle, Val d'Herens,
Switzerland

Fees

€ 2,495 excl. VAT
Inclusive of room and board
Exclusive of travel costs
to Switzerland, and alcoholic
drinks and extra's.

**10% discount for EUR and
RSM alumni**



Registration

www.rsm.nl/ics

More information

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