



The Prince's
Responsible
Business Network



CR MANAGEMENT PROGRAMME 2019/20



**Developed by experts to help improve
knowledge and build vital skills.**

CR Management Programme:

An accredited training programme for professionals delivering responsible business strategies and objectives.

WHO SHOULD TAKE PART IN THIS PROGRAMME?

This programme will be of most benefit to participants who:

1 Have a role in development and delivery of corporate responsibility in their organisation

2 Have an intermediate level of corporate responsibility knowledge, are ambitious to develop their skills and desire to drive a best practice approach to responsible business

3 Work for a company which has, or is developing, a corporate responsibility strategy

4 Are part of an organisation that is committed to improving their CR programmes and performance

5 Want to make a career change into corporate responsibility

KEY BENEFITS

- Build a range of strategies to help integrate your CR activities
- Increase organisational buy-in and grow your internal network
- Gain confidence and enhance your communications
- Refresh or begin a CR plan
- Receive an **accredited certificate** in CR and six months ILM membership
- Join an active Alumni Network
- Continue your professional development

PROGRAMME DELIVERY

- Accredited by the Institute of Leadership and Management
- Six modules exploring key topics on integrating responsible business
- Impact stories
- High quality, facilitated discussions
- Guest speakers from business
- Small interactive groups
- Hosted in **London** and **Edinburgh**

MODULE DESCRIPTIONS



Sustainable Business Models

Gain insights into the sustainability challenge and how global megatrends are shaping business strategy. You will look at how these trends will impact your marketplace now and into the future.

Stakeholder Engagement

Determine the best ways to identify, understand and engage with your stakeholders. You will learn how engaging with stakeholders will help build trust in your business and identify opportunities to increase your impact.



Risk and Materiality

Using a risk framework and an impact and likelihood assessment tool we will show you how to prioritize your most important CR activities and bring more clarity to your approach. In addition, we will share a process for establishing the materiality of longer-term issues that may be of concern to stakeholders.

Community Investment

Discover the five principles of community investment and explore how these can be applied to your business. Our proprietary framework provides companies with a clear system to evaluate current activity and plan your community investment journey on a strategic and delivery level.



Engaging Employees

Find out how you can improve workforce engagement and relationships through your responsible business strategy. Exploring themes such as Purpose and Values, Wellbeing, Diversity and Inclusion, Learning and Development you will leave with specific, practical actions to improve engagement at all levels of your organisation.

Driving Change

Learn how to gain traction for your company's corporate responsibility programme. This course, developed in conjunction with Cranfield University, will give you the tools you need to identify the change you want to make and drive the process from wherever you sit in the organisation.



COURSE DATES

FULL COHORT

EDINBURGH

COHORT 20

March – June 2019

LONDON

COHORT 21

March – October 2019

COHORT 22

June 2019 – February 2020

COHORT 23

October 2019 – May 2020

INDIVIDUAL COURSE DATES

	COHORT 20 Edinburgh	COHORT 21 London	COHORT 22 London	COHORT 23 London
Sustainable Business Models	26 March 2019	19 March 2019	19 June 2019	17 October 2019
Stakeholder Engagement	27 March 2019	30 April 2019	11 September 2019	27 November 2019
Risk & Materiality	8 May 2019	21 May 2019	9 October 2019	22 January 2020
Community Investment	9 May 2019	18 June 2019	13 November 2019	26 February 2020
Engaging Employees	25 June 2019	24 September 2019	8 January 2020	22 April 2020
Driving Change	26 June 2019	15 October 2019	12 February 2020	27 May 2020

PROGRAMME AND TRAINING COSTS FOR COHORTS 20, 21 AND 22

Price for one participant

BITC Members £2,450 +VAT or 4 credits

Non-members £3,060 +VAT

Price for two participants, same business

BITC Members £4,080 +VAT or 7 credits

Non-members £5,100 +VAT

Individual course costs

BITC Members £480+VAT or 1 credit

Non-members £595 +VAT

“As someone who has no previous experience working in CR, the CR Management Training Programme has been a fantastic help in giving me an insight and improving my knowledge of responsible business. I’ve used so many of the techniques and research to be able to influence key stakeholders and gain buy-in to CR initiatives. I’ve also found myself speaking to many new and old colleagues about the importance of having a CR strategy and being a responsible business and the impact that can have on our people, customers and communities. I’d absolutely recommend the programme to anyone who wants to broaden their knowledge of CR!”

Craig McNally
London North Eastern Railway



“I have really enjoyed the content of the CR Management Training Programme. I find the class discussions and sharing of information with other students the most valuable aspects; as well as the guest speakers who offered more personal, process focussed examples. The course has given me the confidence to speak up more in support of ways of working that I know are proven to be effective.”

Sarah Chamberlain
Lloyd’s of London



COMPANIES THAT HAVE COMPLETED BUSINESS IN THE COMMUNITY'S CR MANAGEMENT TRAINING

Aldi
Association of Accounting Technicians
AWE
BP
BT
Burgess Salmon
Camelot
Capital One
Carpentryright
Citrix Systems
Calor Gas Ltd.
CMS Cameron McKenna Nabarro Olswang LLP
DHL
E.ON
East Midlands Airport
EDF Energy
Galliard Homes Ltd
Greater Anglia
Grosvenor
Harrods
Intertrek Group
ISG
ISG Plc
Kelda Group
L&Q Group
Landsec
Lloyd's of London
London North Eastern Railway
Lucy Electric
Morgan Stanley
Nationwide
Pennon Group
Skipton Building Society
Sodexo
St James' Place
Technicians
Vauxhall
Veolia
Landmarc
Wesleyan Assurance Society
Wilko
Wyndham Worldwide
Yorkshire Building Society

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