

CR MANAGEMENT PROGRAMME 2018/19

**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.

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
- Modules include good practice case studies
- High quality, facilitated discussions
- Guest speakers from business
- Small interactive groups
- Hosted in London

Who should take part in this programme?

This programme will be of most benefit to participants who:

- Have a role in development and delivery of corporate responsibility in their organisation
- Have an intermediate level of CR knowledge, are ambitious to develop their skills and desire to drive a best practice approach to CR within their company
- Work for a company which has, or is developing, a corporate responsibility strategy
- Are part of an organization that is committed to improving their CR programmes and performance

This programme is also appropriate for anyone wanting to make a career change into corporate responsibility



Join a cohort and complete the whole programme of six modules or sign up for an individual module.

Cohort 19 November 2018 - May 2019

Sustainable Business Models

**13
Nov**

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

**11
Dec**

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.

CR Risk and Materiality

**30
Jan**

Using a risk framework and an impact and likelihood assessment tool we will show you how to prioritise 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.

Introduction to Community Investment

**14
Mar**

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.

Driving Change for CR

**2
Apr**

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.

Engaging Employees through CR

**16
May**

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. ctions to improve engagement at all levels of your organisation.

Find out more detail about each of the courses [here](#).



“Very clear guidance given and group discussions were very useful.”

**Roseanna Harrison, Communications Advisor,
Northern Powergrid**

“One of the most useful training courses I have been on.”

**Tamsin Waterhouse, Group Company Secretary,
Inchcape PLC**

“Good speakers, information shared that I can take back to my job.”

**Hannah Borkett, CSR Officer, East Midlands
Airport**

When a colleague and I were asked to develop a CSR strategy to be set at the heart of our business, we quickly realised we needed some advice and training.

We found it difficult to identify a comprehensive course until we came across the BITC

Programme and we duly signed up. We have found the course to exceed our expectations and crucially the content is explained in terms that we can understand, offering real world practical guidance on ‘how to do it’. This has been reinforced by discussion with fellow students from a wide range of businesses and hearing from inspiring guest speakers who have explained how they actually did it.

Simply put, we didn’t know what we didn’t know and now that we do, we have brought back a number of insights that we have directly and successfully implemented across our business. We are progressing well but our journey has just started on some aspects of CSR. In particular, materiality and risk management along with wellbeing was a revelation to us going far beyond H&S alone.

JOHN ELLIOTT
**DIRECTOR, SPECIAL PROJECTS & H&S,
LUCY ELECTRIC**

Programme and training costs

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



CONTACT US

Nick Corrigan

Head of External Training

T: +44 (0)207566 6677

M: +44 (0)7495 596912

Nick.Corrigan@bitc.org.uk

Megan Williams

Membership Coordinator

+44 (0)207566 6667

Megan.Williams@bitc.org.uk

Companies that have benefited from Business in the Community's training

Barclays
Cabinet Office
City Gateway
City of London
Companies House
Domino's Pizza Group plc
DWP
EDF Energy
Energy Saving Trust
Financial Conduct Authority
Galliard Homes Ltd
Glasgow Caledonian University
Harrods
Hermes Investment Management
Hilton Worldwide
Jaguar Land Rover
Just Giving
Kelda Group

Legal & General Group Plc
National Grid
Nationwide
Network Rail
NHS Business Services Authority
Paper Round
Portakabin Group
RBS
Ricoh UK
RSA Insurance Group
Serco Group Plc
Toyota Motor Manufacturing (UK)
Unite Students
University of Manchester
Vauxhall
Veolia
Virgin Trains
Wyndham Worldwide

