



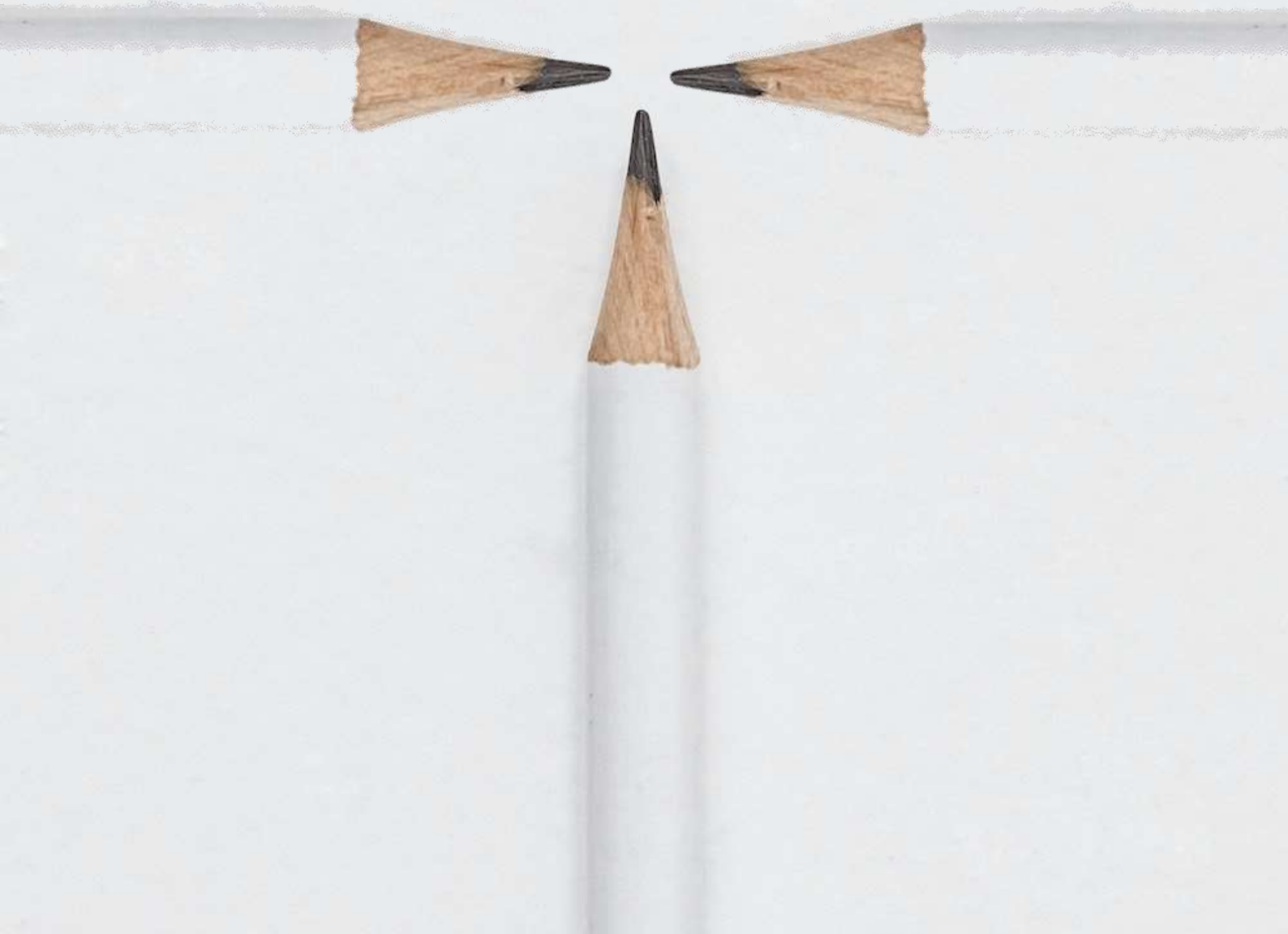
The Prince's  
Responsible  
Business Network



**Business in the Community**

# **RESPONSIBLE BUSINESS MANAGEMENT TRAINING**

**2024**



# OVERVIEW

An accredited training programme for professionals designing and delivering Responsible Business strategies and corporate responsibility programmes. The six modules focus on a different area of skill and knowledge required to develop and implement a Responsible Business strategy. Your organisation or sector may call this work Corporate Responsibility, CSR, sustainability or corporate citizenship; at BITC we call it Responsible Business, but we do not get tied up with semantics.

## WHO SHOULD TAKE PART IN THIS PROGRAMME?

This training will be of most benefit to participants:

- 1** Work for an organisation that is part of BITC's network of Responsible Businesses or is looking to join the movement
- 2** Have a role in development and delivery of Responsible Business strategies or programmes
- 3** Have an intermediate level of knowledge about some aspects of Responsible Business and are ambitious to develop their skills and desire to drive a best practice approach

## STRUCTURE

- Six full-day modules
- Delivered over six months
- Six x 45-minute blocks per module
- Pre-reading and materials to keep
- Leading practice case studies
- High energy, facilitated discussions
- Small interactive groups
- Delivered digitally

## KEY BENEFITS

- Develop skills and tools to create a Responsible Business strategy and implement your Corporate Responsibility (CR) activities
- Learn from Responsible Business experts at BITC and from relevant membership organisations
- Increase organisational buy-in for your CR ambitions
- Gain confidence and enhance your influence outside your team
- Receive an accredited certificate in Responsible Business and six months' Institute of Leadership and Management (ILM) membership
- Access to a network of peers on the course and join an active Alumni Network



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# PROGRAMME FLOW

1

## Strategy Foundations

Develop a strong understanding of the case for Responsible Business and the steps towards developing your organisation's RB or CR strategy. Get to grips with the importance of having a clear purpose, ambition and targets that have a clear link to the Global Goals. Gain insights into the sustainability challenge and how global megatrends are shaping business strategy and will impact your marketplace now and into the future.

2

## Stakeholder Engagement

Determine the best ways to identify, understand and engage with your stakeholders and why this is vital to delivering a successful Responsible Business Strategy. You will learn techniques for mapping the most relevant groups and about when to use the different methods of engagement.

3

## Defining What Matters: Risk & Materiality

Using a risk framework and an impact and likelihood assessment tool we will show you how to get Responsible Business issues onto your organisation's risk register. This will ensure that they are getting the attention at the highest levels. Additionally, we will demonstrate the tools for you to build an accurate materiality matrix for your organisation that considers the opinions of your stakeholders and an assessment of the impact of the issues on your organisational strategic objectives.

# PROGRAMME FLOW

4

## Interconnected strategies

Examine how wellbeing, diversity and inclusion, environment and community impact strategies can gain power from being integrated. While it is unlikely that one person is responsible for creating all of these strategies, in this session you will identify ways that your organisation's responsible business ambitions can be accelerated by an interconnected approach.

5

## Impact and Governance

Explore the best methods and tools to identify and measure impact, testing them out on your current activities or strategies. Examine the five key markers of good corporate governance, from transparency to rewards.

6

## Driving Change

Learn how to gain traction for your company's Responsible Business programme. This module was developed in conjunction with Cranfield University and will give you the tools you need to identify changes you want to make and drive the process from wherever you sit in the organisation.

# WHAT OUR MEMBERS ARE SAYING

"I feel privileged to have been given the opportunity to complete the BITC Responsible Business Management Training along with others from my team. Although I've been a Responsible Business practitioner for a number of years, it was a fantastic opportunity to reflect on what I already knew, challenge my thinking and take away some new ideas. The training was well thought through and orderly, delivered with great energy and enthusiasm and enhanced by the breadth of subject matter experts BITC has within their team. The variety of industries and organisations of the other students around the table helped provide alternative views and considerations which through the many breakout sessions helped bring it all to life. I would definitely recommend others take up the opportunity

**Sam Martin,**  
**Responsible Business Manager**  
**Lloyds Banking Group**

"I really enjoyed being part of the programme and learning more about building a responsible business. In addition to the great content, there was lots of value to be gained by being part of a cohort with such a diverse range of organisations- everyone is at a different stage of their journey. I really enjoyed learning more about their businesses and the challenges they face, as well as creating great connections and contacts."

**Vicki Fry, Unite Students**

"I'd highly recommend the BITC Responsible Business Management course, whether you're new to Responsible Business or have years of experience. The course is interesting, varied and thought-provoking and it was great to be able to meet others in similar roles to share ideas and experiences. I looked forward to the sessions each month and really valued the time to reflect and learn from others."

**Sophia Goring, Business Stream**

## COMPANIES THAT HAVE RECENTLY COMPLETED RESPONSIBLE BUSINESS TRAINING INCLUDE:

Arm  
ASDA Stores Ltd  
Bishop Fleming  
British Land  
Capital One  
Checkout  
CITB  
CityFibre  
Covéa Insurance  
Fidelius Group  
Landmarc Support Services  
Limited

Lloyds Banking Group  
London Borough of Barking  
and Dagenham  
L'Oreal Group UK  
NHS Property  
Northumbria University  
Oatly  
Osler Diagnostics  
Pfizer  
Saffery Champness  
Siemens PLC  
TJX Europe (TK Maxx)

TJX Europe (TK Maxx)  
Trivallis Ltd  
VVB Engineering  
XPS Pensions Consulting Ltd  
Yorkshire Building Society



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# BOOKING INFORMATION

## 2024 MODULE DATES:

	1	2	3	4	5	6
Cohort 37	30 Jan	27 Feb	19 March	23 April	21 May	18 June
Cohort 38	27 Sept	1 Oct	15 Oct	5 Nov	19 Nov	3 Dec

### COURSE COST

BITC members: £4,200 +VAT (25% discount to the cost for a second participant) or included as the core element of BITC membership.

Non-member rate: £4,725 +VAT

### INDIVIDUAL MODULE COSTS

BITC members: £950 +VAT

Non-members: £1,000 +VAT

## RESERVE YOUR PLACE

Speak to your Relationship Manager

Email: [rbtraining@bitc.org.uk](mailto:rbtraining@bitc.org.uk)

## CONTACT US

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