



BUSINESS
IN THE
COMMUNITY



A photograph of two business professionals, a man and a woman, in a meeting. The woman in the foreground is looking at a pink sticky note held by the man in the background. They are surrounded by many other pink and blue sticky notes on a surface. The image has a modern, professional feel with a dark blue and pink geometric overlay at the bottom.

2025 **RESPONSIBLE** **BUSINESS** **MANAGEMENT** **TRAINING**

Mastering Responsible Business
Strategy and Implementation

RESPONSIBLE BUSINESS MANAGEMENT TRAINING

A 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 that:

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

Responsible Business Management Training: Structure at a Glance

This dynamic course is designed for busy professionals. Over six weeks, you'll dive into six immersive modules packed with practical tools, real-world case studies, and expert-led discussions—all in an engaging, interactive format.

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

LEARNING JOURNEY

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

We'll guide you through using a risk framework and an impact-likelihood assessment tool to help you elevate Responsible Business issues onto your organisation's risk register—ensuring they gain visibility at the highest levels. You'll also learn how to build a robust materiality matrix that reflects stakeholder perspectives and aligns with your organisation's strategic priorities.

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.



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“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 out and orderly, delivered with great energy and enthusiasm, and enhanced by the breadth of subject matter experts BITC has within its 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

WHY BUSINESS IN THE COMMUNITY?

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“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

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“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

WHO WE’VE WORKED WITH?

Organisations that have recently completed our 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
Patridges London
Pfizer
Pool Reinsurance Company Ltd

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

WHAT YOU WILL GAIN

This training is designed to equip you with the skills, confidence, and connections to drive real change. From practical tools to expert insights and a supportive network, you'll leave ready to lead on Responsible Business in your organisation.

- **Build the skills and tools** to design and deliver an effective Responsible Business strategy
- **Learn from BITC experts** and peers across our Responsible Business network
- **Boost buy-in** for your Corporate Responsibility goals across your organisation
- **Gain confidence and increase your influence** beyond your immediate team
- **Connect with a peer learning community** and join a vibrant Alumni Network

2025 SCHEDULE - COHORT 39



PRICES

BITC MEMBER

£4,200 +VAT

25% discount to the cost for a second participant) or included as the core element of BITC membership.

NON MEMBER

£4,725 +VAT

INDIVIDUAL MODULE

BITC members:

£950 +VAT

Non-members:

£1,000 +VAT

RESERVE YOUR PLACE

Speak to your Relationship Manager
Email: Belinda.goodman@bitc.org.uk



Business in the Community

Business in the Community is the UK's largest and most influential responsible business network dedicated to building a fairer and greener world together, supported by His Majesty the King for over 40 years. We inspire, engage and challenge purposeful leaders to take practical action to mobilise their collective strength as a force for good in society.

Business in the Community

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Business in the Community
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and Scotland (SC046226).
Company