



Sustainable Business Strategy

Syllabus

Sustainable Business Strategy provides participants with the knowledge and tools to become purpose-driven business leaders. This course explores the different business models that companies can use to drive change and explains why purpose-driven businesses are particularly well positioned to tackle the world’s biggest problems. You will learn how to influence management and other key stakeholders on the competitive advantages of being a purpose-driven firm, and how to integrate your values into your work so that you can help transform firms into catalysts for system-level change.

Modules	Case Studies	Takeaways	Key Exercises
Module 1 The Business Case for Action	<ul style="list-style-type: none"> Unilever Walmart Transatomic Power 	<ul style="list-style-type: none"> Understand the business case for change and apply business models that create shared value Analyze industry disruptions and business uncertainties and create scenario analyses to develop smart strategic options 	<ul style="list-style-type: none"> Business model and stages of disruption identification exercises Team meeting #1
Module 2 Driving Change at Scale: Moving Beyond the Firm	<ul style="list-style-type: none"> Walmart Unilever King Arthur Flour 	<ul style="list-style-type: none"> Understand what purpose-driven firms are and why they are successful Examine the “Wheel of Change” and how business is a key catalyst to solve large global issues like climate change and income inequality Analyze cooperative action examples to understand how and why firms cooperate and why it’s necessary to enact change 	<ul style="list-style-type: none"> Public good simulation game Prisoner’s dilemma analysis Team meeting #2
Module 3 Purpose-Driven Systemic Change	<ul style="list-style-type: none"> Norsk Gjenvinning King Arthur Flour Unilever 	<ul style="list-style-type: none"> Analyze the investor’s role, including the role of stakeholder management, alternative governance, Environmental, Social & Governance metrics, and impact investing Evaluate the role of governments and other institutions in large-scale change and understand why “Systems Thinking” is necessary Develop a personal plan for what YOU can do 	<ul style="list-style-type: none"> Values and purpose reflection exercises Team meeting #3

Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete all 3 modules by stated deadlines and collaborate with assigned groups for 3 brief team meetings.