



The Prince's
Responsible
Business Network



RESPONSIBLE BUSINESS MANAGEMENT TRAINING 2020-2021



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

Responsible Business Management Programme:

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 programme will be of most benefit to participants who:

- 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

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

COURSE STRUCTURE

- Six modules exploring key topics on integrating Responsible Business
- Good practice case studies and guest speakers from BITC members across different sectors
- High energy, facilitated discussions
- Small interactive groups
- Hosted in London and Birmingham

MODULE DESCRIPTIONS

Most delegates attend all six modules of one cohort. Some people take modules from different cohorts and a minority of delegates attend single modules on the topic that is most pertinent to them at the time.

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 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.

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.



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.

MODULE DESCRIPTIONS

Community Investment Strategy

Discover the five principles of community investment and explore how these can be applied to your business. Our framework provides companies with a clear system on how to evaluate their current activity and plan your community investment strategy and delivery journey. You will also build your knowledge about the range of approaches and tools for social impact evaluation.



Building a Culture of Responsibility

Find out how to use your strategy to embed leadership at all levels in your organisation. You will consider how Responsible Business (RB) impacts all functions and levels of seniority. This covers employee engagement, responsible investment, supply chains and responsible sales and marketing. You will also learn about different approaches to RB governance to ensure a whole organisation approach. 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 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.



COURSE DATES

ONLINE

COHORT 27

September 2020 – March 2021

COHORT 28

October 2020 – January 2021

COHORT 29

February 2021 – May 2021

COHORT 30

April 2021 – June 2021

INDIVIDUAL COURSE DATES

	COHORT 27	COHORT 28	COHORT 29	COHORT 30
Strategy Foundations	22 September 2020	7th October 2020	11th February 2021	13th April 2021
Stakeholder Engagement	27 October 2020	21st October 2020	25th February 2021	27th April 2021
Risk & Materiality	24 November 2020	5th November 2020	11th March 2021	11th May 2021
Community Investment Strategy	26 January 2021	18th November 2020	25th March 2021	25th May 2021
Building a Culture of Responsibility	23 February 2021	2nd December 2020	22nd April 2021	15th June 2021
Driving Change	23 March 2021	6th January 2021	6th May 2021	29th June 2021

COURSE COSTS

Companies can take out an RB Management Training partnership through their core membership or pay as below.

Price for one participant

Full course BITC member rate: £3,200 +VAT

Full course non-member rate: £4,000 +VAT

We apply a 25% discount to the cost for a second participant.

Individual module costs

BITC members: £640 +VAT

Non-members: £800 +VAT

“I have found the RB Management Programme extremely useful. It covers all areas of Responsible Business ranging from top level Global Megatrends to what we can do to develop a meaningful risk assessed strategy to address issues whilst also considering how to deal with blockers, boost employee enjoyment whilst including stakeholders. It has opened my eyes even more to the importance of Responsible Business governance and how vital it is to business. The course was delivered very well with a different content expert for each module and a range of external guest speakers to illustrate examples of best practice.”

James Knox,
Ricoh



“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



COMPANIES THAT HAVE COMPLETED BUSINESS IN THE COMMUNITY'S RESPONSIBLE BUSINESS TRAINING INCLUDE:

Barclays
Burgess Salmon
Calor
CalMac Ferries Ltd
Capita Group
City Gateway
CNOOC International
Companies House
DWP
EDF Energy
Energy Saving Trust
Enterprise Rent-A-Car
Financial Conduct Authority
Galliard Homes Ltd
Glasgow Caledonian University
Gymshark
Hermes Investment Management
Hilton Worldwide
Jaguar Land Rover
Just Giving
Kelda Group
Landmarc Support Services
Landsec
Legal & General Group plc
National Grid
Nationwide
Network Rail
NFU Mutual
Paper Round
Pennon Group
Portakabin Group
Ricoh UK
Royal Bank of Scotland
RSA Insurance Group
Scottish Qualifications Authority
Scottish Water
Serco Group plc
St James's Place
Toyota Motor Manufacturing (UK)
Unite Students
University of Manchester
Vauxhall
Veolia
Virgin Trains
Wesleyan

CONTACT US

Nick Corrigan
Head of External Training
T: +44 (0)207566 6677
M: +44 (0)7495 596912

RBTraining@bitc.org.uk