

CREATING SHARED VALUE: COMPETITIVE ADVANTAGE THROUGH SOCIAL IMPACT

www.exed.hbs.edu/csv

Addressing the world's problems is not just for nonprofits. In fact, companies that integrate social impact into their core strategy outperform companies that only focus on financial gains. Discover why aligning your business model with positive social outcomes can strengthen your competitive position, reveal new sources of revenue, and boost the bottom line.

This program will help you:

- Develop a social-value proposition as a source of competitive differentiation
- Establish a corporate purpose that drives shareholder value by addressing social or environmental challenges
- Identify new opportunities for innovation by transforming social challenges into business opportunities
- Develop and implement an effective corporate Shared Value strategy
- Identify and drive organizational changes that support your Shared Value strategy
- Expand your personal and professional network

WHAT YOU WILL LEARN

Through faculty presentations, case studies, guest speakers, and group discussions, you will explore the Shared Value business model in depth, including opportunities, strategic choices, and guidelines for successful implementation. Topics include:

- Identifying and analyzing social issues and unmet societal needs
- Entering underserved markets to gain a strategic advantage
- Increasing productivity through new approaches to purchasing, resource utilization, logistical methods, and workforce practices
- Managing the transition from conventional to Shared Value business models
- Analyzing the implications for your corporate portfolio and priorities
- Conceiving and launching new offerings to address social challenges
- Implementing the changes necessary to innovate and support Shared Value
- Measuring and reporting the social and business benefits of the Shared Value created
- Forging successful cross-sector partnerships to create Shared Value
- Making the Shared Value case to investors
- Recognizing the role of Shared Value in the financial performance of your company
- Meeting new demands from investors to embed purpose into your organization

WHO SHOULD ATTEND

Senior corporate executives engaged in corporate strategy, new business development, and operations management, as well as nonprofit or government leaders interested in forging strategic business partnerships.

Business academics and professionals from the investment community are also welcome. Teams are encouraged but not required.



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17–20 NOV 2019

\$10,000

HBS Campus



“I became more aware of how our business-as-usual activities create value for more than just our shareholders. I am now more impressed than ever by the work being done by my colleagues and our partners to improve societies and the lives of the people in them.”

Pablo Barrera Lopez
Director & Head of Strategy,
Yara International, Norway



LIVING. LEARNING. THE HBS EXPERIENCE.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, HBS Executive Education has been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It's a holistic experience that will enrich your career—and your life.

Value—Many of our alumni and participants call HBS Executive Education a “life-changing experience.” That’s because in addition to building your expertise, you’ll examine where you’ve been—and where you want to take your career and your organization.

Learning experience—From case study discussions and small-group projects to simulations and dynamic lectures, you’ll have ample opportunities to deepen your knowledge, broaden your skill set, and collaborate with your peers.

Living on campus—During lively discussions with your living group, lunchtime conversations at the Chao Center, and evening excursions to Harvard Square, you’ll make new connections and form lasting relationships with your colleagues.

ADMISSIONS

We admit candidates to specific sessions on a rolling, space-available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<p>Please Note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.</p>	<p>7:00–8:30 AM Breakfast and Discussion Groups</p>	<p>7:00–8:30 AM Breakfast and Discussion Groups</p>	<p>7:00–8:30 AM Breakfast and Discussion Groups</p>
	<p>8:40–10:20 AM Shared Value Exercise and Plenary Discussion: Shared Value and Strategy</p>	<p>8:40–10:20 AM Balancing Short-Term Earnings and Long-Term Value</p>	<p>8:40–10:00 AM Building Competitive Advantage through Shared Value Strategies</p>
<p>8:00 AM–1:30 PM Check-In and Registration</p>	<p>10:20–10:40 AM Break</p>	<p>10:20–10:40 AM Break</p>	<p>10:00–10:20 AM Break</p>
	<p>10:40 AM–12:00 PM Scaling the Shared Value Enterprise</p>	<p>10:40 AM–12:00 PM Shared Value and Core Investment Analysis</p>	<p>10:20–11:40 AM Shared Value in Practice</p>
	<p>12:00–1:30 PM Lunch</p>	<p>12:00–1:30 PM Lunch</p>	<p>11:40 AM–12:00 PM Break</p>
<p>2:00–3:15 PM Program Overview</p>	<p>2:00–3:20 PM The Shared Value Approach to Growth and Development</p>	<p>2:00–3:20 PM Communicating the Case for Shared Value to Investors</p>	<p>12:00–1:00 PM Program Wrap-Up and Closing</p>
<p>3:15–3:30 PM Break</p>	<p>3:20–3:40 PM Break</p>	<p>3:20–3:40 PM Break</p>	<p>1:00 PM Check-Out and Departure</p>
<p>3:30–4:45 PM Shared Value as a Strategic Priority</p>	<p>3:40–5:00 PM Shared Value and Supply Chain Sustainability</p>	<p>3:40–5:00 PM Measuring and Reporting the Social and Business Benefits of Shared Value</p>	
<p>4:45–5:00 PM Break</p>			
<p>5:00–6:00 PM Introduction to Creating Shared Value</p>			
<p>6:00–8:00 PM Opening Reception and Dinner</p>	<p>6:00–8:00 PM Dinner</p>	<p>6:00–8:00 PM Closing Reception and Dinner</p>	

YOUR LEARNING ENVIRONMENT

COLLABORATIVE LIVING GROUPS

At HBS, you will be placed with a carefully selected living group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.

PREMIUM ACCOMMODATIONS AND AMENITIES

Modern, well-appointed living arrangements feature private bedrooms and bathrooms, spacious common areas, state-of-the-art technology, dining facilities, and a range of hotel-style amenities including housekeeping and dry cleaning.

PRIVATE FITNESS AND WELLNESS OFFERINGS

State-of-the-art fitness center features extensive fitness equipment; a walking/jogging track; basketball/racquetball/squash/tennis courts; swimming pool; locker rooms with whirlpool/steam/sauna; fitness classes; personal trainers; nutritionists and more.

HISTORIC AND CULTURAL HUB

HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and you'll find a rich array of arts, music, sports, dining, shopping, and other recreational activities easily accessible from campus.

FOR MORE INFORMATION, please contact a Program Advisor at:
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