

EXECUTIVE EDUCATION
REINVENTING VALUE CREATION

A PLAYBOOK FOR THE NEW ECONOMY


Proudly hosted by:



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Department of Accounting

Faculty of Business
and Economics

**SHARED
VALUE
PROJECT**



TWO DAY INTENSIVE AUGUST 9 & 10, 2023 (INCLUSIVE) UNIVERSITY OF MELBOURNE

The Reinventing Value Creation Executive Education Program aims to support organisations who are re-aligning their business strategy to better serve society. Access the expertise, ideas and tools to turn sustainability (social and environmental) challenges into new value creation opportunities. Participants will learn how to drive business innovation and competitiveness by embedding impact into their core business strategies and operations.

The course will cover:

- The changing role of business and the business case for valuing impact
- Societal value creation as a competitive business strategy (shared value)
- ESG Maturity (beyond doing no harm)
- Materiality (financial and impact - the relationship with strategy)
- Global standards, frameworks and impact tools
- Stakeholder changes influencing business decisions
- Global & local case studies driving commercialisation and impact at scale
- The future of financial reporting
- Emerging concepts in the new playbook
- The role of capital and the changing investor landscape
- 21st Century Governance and the new leadership mandate

Key Dates:

- Day One - August 9th 8.30am - 4.30pm, followed by Beyond Zero Screening & Q&A with Director - 4.30pm - 6pm
- Participant and Faculty Dinner - August 9th, 2023 6pm - 8pm
- Day Two - August 10th - 8.30am - 5.00pm, followed by drinks

Our 2023 executive education experience will provide:

- A rich immersion into the core concepts of sustainability, shared value and the role of business in a regenerative capitalism era
- Globally renowned faculty and guest presenters, cutting edge thought leaders, and practitioners working on the frontlines of the sustainability agenda;
- The opportunity to connect theory to practice, through coaching and facilitated sessions
- A network of peers and potential partners for your own impact journey

FACULTY



MARK KRAMER
Co-Founder of Shared Value and Collective Impact, Author, Advisor and Harvard Business School Senior Lecturer



ROSEMARY ADDIS AM
Founding Managing Partner Mondiale Impact, Enterprise Professor University of Melbourne, Sorenson Global Impact Leader, Ambassador Global Steering Group for Impact Investment



LEITH SHARP
Director and Lead Faculty, Executive Education for Sustainability Leadership, Harvard T.H. Chan School of Public Health



FABIENNE MICHAUX
Director United Nations Development Programme (SDG Impact)



SARAH DOWNIE
CEO Shared Value Project



BRAD POTTER
Head of Department of Accounting University of Melbourne



MIKE STAMP
Head of Strategy Seek



HUGH FOLEY
Shared Value Expert and Educator



BEN PEACOCK
Founder Republic of Everyone



VIRGINIA WILSON
CEO Shared Value Initiative Hong Kong

ADDITIONAL FACULTY MEMBERS TO BE ANNOUNCED..

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COURSE DESIGN

THE FUTURE OF CAPITALISM

THE BUSINESS CASE FOR CHANGE - WHY

- Who, what and why is this change taking place?
- The trillion dollar opportunity to be unleashed
- What roles are changing and what new skills are needed to succeed in this new era?
- What does the future of business look like?

NEW VALUE CREATION

THE NEW PLAYBOOK - WHAT

- Creating Shared Value
- ESG maturity (beyond doing no harm)
- In pursuit of double materiality
- Impact models and frameworks
- Global and local case studies driving competitiveness through impact

THE ROLE OF CAPITAL

A RAPIDLY CHANGING LANDSCAPE

- The essential link between ESG and financial reporting
- Frameworks and Models (including Impact Weighted Accounts Framework)
- The evolution of impact investing...Is all investing impact investing?

EMERGING CONCEPTS

THE NEW PLAYBOOK - HOW

- Biomimicry (practice that learns from strategies found in nature to solve human design challenges)
- Unleashing human potential
- Creating pathways for good ideas to flourish
- Sustainability (social and environmental) at scale

21ST CENTURY LEADERSHIP

A NEW MANDATE - WHO

- Leading positive change
- Culture vs Strategy vs Reporting - where should leaders focus their investment?
- New governance realities
- Confronting transformative change

FACILITATED DISCUSSION

IDENTIFYING TANGIBLE ACTIONS

- Space to explore real world application to your own role/organisation through small cohort coaching and facilitated discussions.

WHO SHOULD APPLY

Senior executives and leaders from all business disciplines looking to understand the changing role of business and requirements to succeed in a new value-based capitalism model. As well as nonprofit or government leaders interested in forging strategic partnerships to take their impact to scale. Business academics and professionals from the investment community are also encouraged to attend.

SELECTION CRITERIA

Delegates accepted to the Program will be able to demonstrate:

- A leadership position and/or ability to directly influence the strategy/strategic decisions within their organisation
- Commitment to transition their organisation beyond business as usual

APPLICATION PROCESS

Please complete the short application form [here](#).

Successful applicants are advanced to the registration process, which must be completed to secure your spot. Applications close when all places are allocated.

FEES

- Course Fee: \$7,850
- Shared Value Project member discount fee*: \$6,000
- Shared Value Project member group discount fee* (3 or more places): \$5,000
- A maximum of 40 places available
- All places include faculty and participant dinner

*Including Shared Value Initiative Global Members

ENQUIRE

Reach out to the team at info@sharedvalue.org.au to discuss this opportunity and to answer any questions.

If you are a registered not-for-profit and would like to enquire about funding support please also enquire at info@sharedvalue.org.au

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