

EXECUTIVE EDUCATION
REINVENTING VALUE CREATION

A PLAYBOOK FOR THE NEW ECONOMY

Proudly hosted by:



**SHARED
VALUE
PROJECT**

FORMAT: TWO DAY INTENSIVE

DATES: AUGUST 9 & 10, 2023 (INCLUSIVE)

LOCATION: MELBOURNE BUSINESS SCHOOL

Reinventing Value Creation; A Playbook For The New Economy is purpose built for organisations seeking to realign their business strategies to better serve society. Become equipped with the necessary knowledge, skills, and tools to convert social and environmental sustainability challenges into value creation opportunities. In the company of a world-class faculty, you'll participate in an intimate cohort setting, fostering collaboration and inspiring fresh strategic insights. You'll leave with the motivation and network to embrace the strategic possibilities that arise from fulfilling critical societal demands.

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
- Emerging concepts in the new playbook
- The future of financial reporting
- 21st Century Governance and the new leadership mandate

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.

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THE 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 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)



BRAD POTTER

Head of Department of Accounting University of Melbourne



BEN PEACOCK

Founder Republic of Everyone



SANDRA MARTINEZ

CEO - Nestle Oceania Guest Speaker



DR KATHERINE TREBECK

Political Economist / Writer Guest Speaker



BEN NEVILLE

Associate Professor, Faculty of Business & Economics University of Melbourne Deputy Director, Melbourne Climate Futures



MIKE STAMP

Head of Strategy Seek Facilitator



SARAH DOWNIE

CEO Shared Value Project Facilitator



HUGH FOLEY

Shared Value Expert and Educator Facilitator

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.

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KEY DATES

- Day One - August 9th 8.30am - 4.30pm, followed by Film Screening
- Participant and Faculty Dinner - August 9th, 2023 6pm - 8pm
- Day Two - August 10th - 8.30am - 5.00pm, followed by drinks

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

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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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