

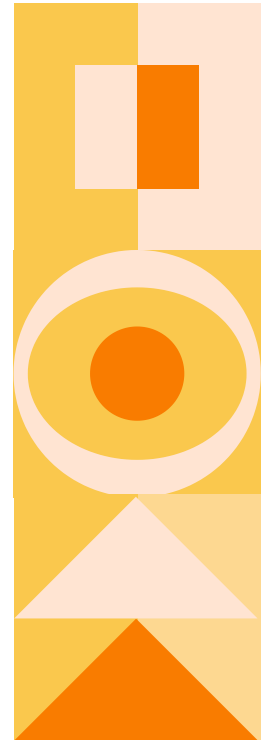


# A PLAYBOOK FOR THE NEW ECONOMY

EXECUTIVE EDUCATION:  
REINVENTING VALUE CREATION  
**COURSE BROCHURE 2024**

# SMALL EXECUTIVE COHORT OCTOBER 22-24TH, 2024 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.

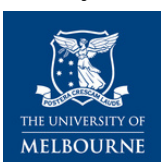


## The course will cover:

- 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



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## WHO SHOULD ATTEND



Senior executives and leaders from all business disciplines looking to understand the changing role of business and requirements to succeed in a new era for capitalism. An era that responds to the interdependencies of . 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.

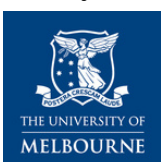
Previous attendees include:

- EGM Corporate and Customer Strategy - IAG
- Chief Transformation Officer - Bank Australia
- Chief Financial Officer - IAG
- General Manager, Strategy - Regis Aged Care
- Chief Purpose Officer - RACQ
- Partner, Responsible Investing - Mutual Trust
- CEO - Engineers Without Borders
- Deputy Director - Alfred Hospital Foundation
- Commissioner of Environmental Sustainability - Victorian Government
- Director - Corporate Affairs and Sustainability - Nestle Oceania
- Director - Corporate Affairs - NAB
- GM Supplier Sustainability - Coles

Although a senior leader in my organisation I am relatively new to 'sustainability'. This course blew my mind in terms of the opportunity and the role I can play in realising it.

2023 PARTICIPANT

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# THE 2024 REINVENTING VALUE CREATION COURSE WILL PROVIDE



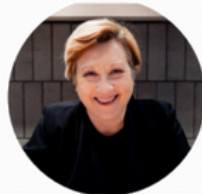
- A rich immersion into the core concepts of sustainability, shared value and the role of business in a regenerative capitalism era
- Globally renowned faculty and guest presenters, cutting edge thought leaders, and practitioners working on the frontlines of the sustainability agenda
- The opportunity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

## Lead 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



**BRAD POTTER**

Head of Department of Accounting  
University of Melbourne



**BEN PEACOCK**

Founder  
Republic of Everyone



**SARAH DOWNIE**

CEO  
Shared Value Project  
Facilitator



**HUGH FOLEY**

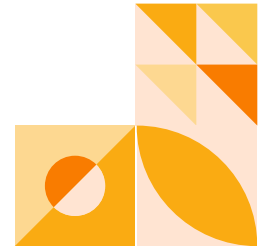
Shared Value Expert  
and Educator  
Facilitator

ADDITIONAL INDUSTRY LEADERS AND EXPERTS TO BE ANNOUNCED

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# COURSE CONCEPTS

## **THE FUTURE OF CAPITALISM** A BUSINESS CASE FOR CHANGE

- Who, what and why is this change taking place?
- Corporate Purpose as a strategic framework (and not a marketing exercise)
- Changing roles and new skills needed to succeed in this new era?
- What does the future of business look like?

## **NEW VALUE CREATION** THE NEW PLAYBOOK

- Creating Shared Value
- ESG maturity (beyond compliance)
- In pursuit of double or even dynamic materiality
- New value creation, leadership and competitive advantage
- Global and local case studies
- Systems thinking and roles for partnerships, community and lived experience

## **21ST CENTURY LEADERSHIP** A NEW MANDATE

- Leading positive change
- Where should leaders focus their investment?
- The changing regulation landscape
- Accounting for Impact
- New governance realities
- Confronting transformative change

## **EMERGING CONCEPTS** THE NEW PLAYBOOK

- The Squiggle
- Creating pathways for good ideas to flourish
- Driving sustainability (social and environmental) innovation at scale
- Biomimicry (practice that learns from strategies found in nature to solve human design challenges)

## **FACILITATED WORKSHOPS** STRATEGY EXPLORATION

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

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## 2023 COHORT REVIEWS

An opportunity for senior executives, board members, innovators and public officers to better understand how they can influence and contribute to a healthier, happier and more sustainable world.

A thought provoking opportunity to grow your mindset in the shared value space.

A thoroughly stimulating two days diving into the issues of our times and what that requires and invites from business. Fresh perspectives and lots of actionable content to take back to the office.

A fabulous and incredibly engaging program. I have come away feeling incredibly energised.

This course was a refreshing break from the norm - a great opportunity to bring both your teacher and student self to the room and explore different approaches to value creation.

I was captivated and thoroughly enjoyed the two days - congratulations to all involved. I feel that every board member and executives of corporations should attend.

The program inspired me to consider how I can influence a more robust 'social purpose' to put behind our sustainability ambition within my organisation.

One of the most powerful presentations and concepts I have ever come across! After years of thinking I needed to apologise for approaching things differently Leith re-set this into a super power!

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# KEY INFORMATION



## Dates:

October 22nd: 4.30 - 8.30pm. Meet your course cohort and faculty.  
Be inspired by the story of Interface.

October 23rd: 8.30 - 5pm.

Followed by participant and faculty dinner - 6pm - 8pm

October 24th: 9.00 - 4.30pm.



## 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\*: \$5,000

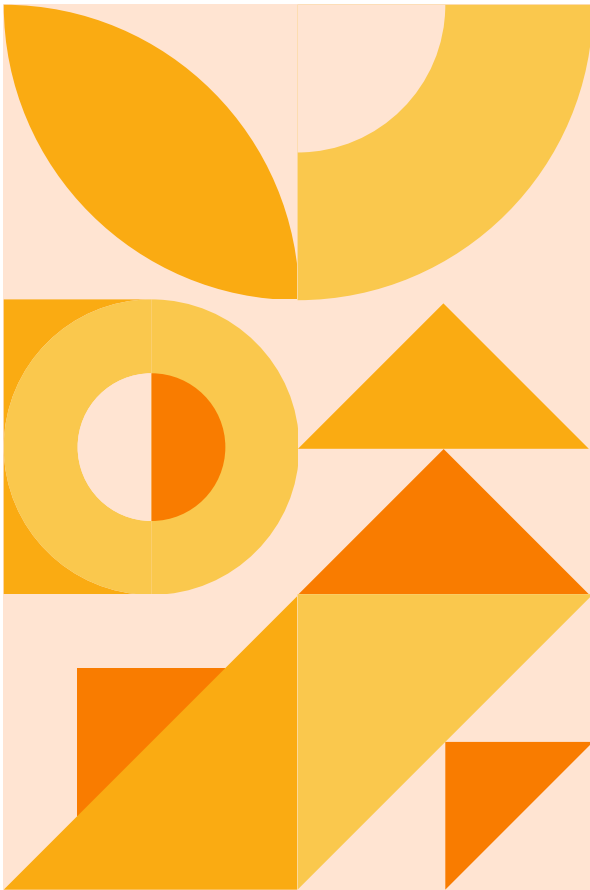
Self-Funded fee: \$3,000

A maximum of 40 places available. All places include faculty and participant dinner. \*Including Shared Value Initiative Global Members

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# CONTACT US TO LEARN MORE

🌐 [www.sharedvalue.org.au](http://www.sharedvalue.org.au)

✉ [info@sharedvalue.org.au](mailto:info@sharedvalue.org.au)

📍 Level 2, 696 Bourke St Melbourne

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

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