MOSS invites you to attend a two day Corporate Responsibility and Sustainability Leadership Workshop lead by CSR and Sustainability Specialist Ian Heath to help you Develop Your Own CSR Road Map.

Do you understand the complexities of CSR? Are you challenged by where to start and how to prioritise the issues? Do you know how to manage complex relationships? Do you understand the role of business in civil society? Do you know how to imbed CSR into business strategy? Do you want better understanding of how to imbed values, ethics and sustainability into everyday decision making?

To learn the answers to these questions and be better equipped to manage CSR and corporate sustainability within your organisation, MOSS invites you to attend a two day Corporate Responsibility and Sustainability Leadership Workshop that will help you Develop Your Own CSR Road Map, led by CSR & Sustainability Specialist Ian Heath.

Curtin University, Sustainability Institute, 3 Packham Street, Fremantle.

Sydney:  Thursday 15 – Friday 16 May, 2008. Venue to be confirmed.

Numbers strictly limited to 15 per workshop.

Don’t miss this unique opportunity!

• To learn how you can integrate CSR into business strategy that will help map and deliver your company’s CSR strategy and stakeholder engagement.
• To gain the latest international business school thinking about leading CSR and stakeholder engagement.

Who should attend?

This workshop is designed for General Managers, Company Directors, CSR Managers, Public Affairs Managers, Communications Managers, Marketing Directors, Risk Managers and all executives commissioned with designing CSR strategy from multi-nationals to medium and small enterprises.

MOSS is delighted to present this unique interactive learning intervention based on international business school teaching methods.
**About the leadership workshop.**

Over two days, Ian will cover three major areas:

- **Stakeholder identification and mapping** covering stakeholder theory, mapping and prioritisation; emerging consumer patterns based on values and perceptions; irrational and unpredictable views of business reputation; philosophy for managing conflict in order to leverage values; understanding the concept of sustainable business as a coalition of stakeholders; and developing strategic objectives to achieve sustainable triple bottom line returns for all.

- **Sustainable development – licence to operate** covering use of the OECD risk framework; how to manage / operate in weak governance regions; how to engage with relevant stakeholder groups to preserve reputation; how to espouse triple bottom line disciplines; applying sustainable development policies and codes of business ethics; plus managing responsible business dilemmas based on genuine ethical issues.

- **Corporate and transversal responsibilities** covering the role of corporate governance in CSR; applying policies and frameworks including dealing with sexual harassment, bullying, mobbing, diversity, bribery and corruption; personal accountability – turning values into value and incorporating ethical dimension into everyday decisions; understanding the opportunity of corporate reinvention, the connections between innovation and new market opportunities and risks with issues of ethics, diversity and transparency; how to anticipate crisis and reputation risk and tools to identify risk and prioritise issues; plus the role of corporate communications and emerging standards.

*Primary content provided by Sharon Jackson - Director Carlton CSR and Associate Faculty Cranfield University’s School of Management (UK). Sharon designs ground breaking CSR Leadership programs for leading business schools, senior executives and boards to enable innovative leadership of profitable and responsible business, which contribute to both the environment and society.*

**What others have to say about the workshop.**

The stakeholder mapping overlaid with ethical thinking provides insights into more holistic decision making. *Anna Harper, Founder and Principal, Cultural Shapeshifters.*

HBOS Australia is fully aware of how important Corporate Responsibility is to creating value for customers, colleagues and our brand. Key to our integration and creation of meaningful relationships, we are taking definite steps towards understanding our stakeholders, and how their views are expressed, welcomed and incorporated into our culture. I found the MOSS CR Stakeholder Engagement Workshop provided many perspectives and tools to assist HBOS. An added bonus is that MOSS presents an absolute first rate ability to provide the most up to date global perspectives, and networks in the CR space. *Russell Workman, Manager Corporate Responsibility HBOS Australia.*

Our biggest challenge by far these days is stakeholder engagement. Working in an environment with multiple stakeholders and competing interests it is critical to identify and understand all stakeholder groups and how best to communicate and influence them. This workshop provided practical tools and frameworks that did just that. *Bill Petch, Marketing Manager, Barnardos Australia.*

The MOSS Stakeholder Engagement Workshop makes sense of CSR essentials and puts it into an accessible process. *Steve Drury, Steve Drury Communications.*

Covered useful stakeholder planning tools and exercises. *Lee Bevan, Community Relations Woodside.*
About Ian Heath.

Ian Heath has over 20 years of international experience working in Australia, Europe, North and South America, SE Asia and Africa. He works with individuals, companies, governments and community groups to improve environmental sustainability and increase profitability. Ian holds a Masters Degree in Business Administration, a Post Graduate Diploma in Commerce and a Bachelors Degree of Applied Agricultural Science.

Ian is adept at assessing business feasibilities and risks as well as developing systems-approaches for managing and reporting business performance and risk. With a whole-of-organisation-wide perspective, he assists companies in ensuring sustainability planning and reporting is integrated into existing management systems in order to avoid corporate social and environmental responsibilities operating in “silos” which ultimately can lead to lower staff motivation and productivity, increased costs and negative impacts on corporate reputation.

Ian has also undertaken a range of environmental and economic impact assessments in a broad range of sectors including energy, transport, forestry, water and agriculture.

Why attend?

There is an emerging global trend of responsible business practice integration. That is revealing itself in CSR reports being dovetailed with annual financial reports, also CSR departments and CSR Managers roles are starting to disappear as holistic CSR principles are being integrated at every business function as “the way we do things around here”.

In the evolution of CSR we have seen a phase of externalised activity through a department which has not in many cases had interconnectivity with day to day business functions. That is changing. This management training and development session prepares managers for the shift.

The true path to responsible business is through managers who are decision making problem solvers. They are often the weakest component of a CSR initiative because they have not been given suitable training in how to incorporate the CSR issues in the context of day to day business matters. This learning programme converts knowledge and perceived knowledge into deliverable day-to-day action.

Intended over arching learning.

Participants will understand the concept of “values plus business case” strategy. You will also:

• Understand the value of high calibre stakeholder engagement and gain skills to manage that.
• Gain skills and awareness of contextual tools to balance macro / micro business issues whilst retaining integrity.
• Learn how to manage the tensions of conflicting values and to read the warning signs of impending difficulties.
• Learn how to map your stakeholders and priorities.
• Learn how to develop your own CSR road map and imbed CSR into business strategy.

Investment.

MOSS Members $1,495 including GST Non MOSS members $1,895 including GST

Registrations close Friday May 2nd unless already booked out. Registrations accepted on a first in basis.

Price includes: Full workshop notes and papers, arrival tea and coffee, morning and afternoon and lunch both days. For more information email info@moss.org.au call 03 9846 7629 or refer www.moss.org.au – upcoming events.
PROGRAM – DAY 1

8.45am  Registration and arrival tea and coffee.

9.00am  Welcome.
- Outline of the next two days.
- Introduction of delegates.

9.20am  Ethics and values.
- Theory and exercises to understand value and ethics in every day decision making.
- Discussion on buying patterns based on values and perceptions.

10.30am  Morning Tea and informal discussion amongst participants.

11.00am  Corporate and transversal responsibilities.
Corporative governance, policies and frame works and how to apply them.
- Turning values into value.
- Retaining and leveraging value.
- Incorporating ethics and values in every day decisions.
- Understanding the opportunity of organisation reinvention.
- Understanding connection between innovation and new market opportunities with risks in issues of ethics, diversity and transparency.
- How to deal with internal issues such as sexual harassment, bullying, mobbing and tolerance.
- How to deal with external issues such as bribery.
- How I can make policy a reality.
- How will I know if things are starting to go wrong.
- Personal accountability, coaching and leadership.
- Ability to question myth V reality and challenge own internal propaganda.

12.30pm  Lunch.

1.00pm  Sustainable development – licence to operate. Learn when and how to say NO and be prepared to manage the consequences - managing different viewpoints whilst maintaining integrity.
- Through the use of specific tools, learn how to manage / operate in weak governance regions to engage with relevant stakeholder groups and preserve reputation.
- Scope and back-cast critical incidents to espouse triple bottom line disciplines.
- Application to supply chain, innovation, recruitment and retention, reputation and risk.
- Recognising red flag warnings and when to take definitive action.
- Understanding corporate policy as related to own day to day functional reality.
- Discuss sustainable development reporting policies and code of business ethics.

2.30pm  Stakeholder identification and mapping.
This segment will help you understanding the broader risk and opportunity related to stakeholder mix.
You will understand what stakeholders matter the most and what really matters to them.
- Stakeholder theory, mapping and measurement including Ethical Consumer Index, GMI poll on boycott, other relevant opinion informer materials related to participant industries.

3.00pm  Afternoon Tea.

3.15pm  Understanding country or industry specific business environment: legal, media and regulators.
During this segment, you will learn a philosophy for managing conflict in order to leverage values diversity. You will learn the value and importance of being accepted into local networks, the value of authenticity and congruent integrity – how to handle bribery and other local customs. Case studies will illustrate unexpected facts, risks and opportunity related to variations in country culture.
- Using the Stakeholder Perception Appraisal (SPA) tool, illustrate link with ROI.
- Discuss time line on SPA change and effect on ROI.
- What time does a company have to intervene with damage limitation when SPA is low due to an incident or incidents?
- Interactive exercise to show links between management of stakeholders expectations and bottom line performance.
- How to use OECD risk framework.

5.00pm  Day 1 program ends.
8.45am Welcome tea and coffee.
9.00am Welcome back and Day 1 recap.
9.15am Stakeholder mapping activities.
  - Case study 1.
10.30am Morning Tea.
10.45pm Stakeholder mapping activities continued.
  - Action planning for prioritised stakeholders.
  - Monitoring and evaluating stakeholder engagement approach.
  - Tool to plan and evaluate corporate philanthropy programs.
  - Tool to evaluate and compare community investment programs.
12.30pm Lunch.
1.00pm Stakeholder mapping activities continued.
  - Case study 2.
2.45pm Afternoon Tea.
3.00pm How to anticipate crisis and reputation risks – the role of the corporate communications and the technical director.
  - Case studies.
  - Identify skills and tools needed to deliver accountability and operation within expected limits.
  - Aligning internal and external communications.
  - Emerging standards.
  - Understanding direct link with poor governance and weak ethics with risks and growth.
4.00pm Final wrap up – questions.
4.30pm Close.

** Due to the broad spectrum of stakeholder relationships in business today, content may be adapted to suit the needs of each workshop. Therefore, the workshop content and order may differ from that listed.

**How to register.**
Please complete and fax or email back the enclosed registration form today to hold your place.
Please note numbers are STRICTLY LIMITED.
Registrations will be accepted on a first in basis – so book today.
There will be no refunds issued, however, substitute delegates are welcome.
I’d like to attend the How to Develop Your Own CSR Road Map workshop at:

- **Perth:** Monday 12 – Tuesday 13 May, 2008. Curtin University, Sustainability Institute, 3 Packham Street, Fremantle.
- **Sydney:** Thursday 15 – Friday 16 May, 2008. Venue to be confirmed.

Please supply name(s) of those attending: ______________________________________

____________________________________

**CONTACT DETAILS** (Please print clearly)

Name: ____________________________________ Position: ______________________

Company: __________________________________

Address: __________________________________

____________________________________ Post Code: __________

Phone: ______________ Email: ______________

Special Dietary Requirements: _______________________________________________

Our understanding and experience in the following topics is as follows:

- **Stakeholder Mapping:**
  - Beginner
  - Intermediate
  - Advanced

- **How to imbed ethics and values into everyday decision making:**
  - Beginner
  - Intermediate
  - Advanced

**INVESTMENT** (Please print clearly)

☐ I am a MOSS member  ☐ I am a Non MOSS Member

**MOSS Members $1,495 including GST. Non MOSS members $1,895 including GST.**

Registrations close Friday May 2nd unless already booked out. Registrations accepted on a first in basis.

Price includes: Full workshop notes and papers, arrival tea and coffee, morning and afternoon and lunch both days.

**PAYMENT DETAILS** (Please print clearly)

☐ Direct Deposit  Models of Success & Sustainability Pty Ltd Westpac Bank, BSB: 033 009 A/C: 319 414

☐ Cheque  Please make all cheques payable to Models of Success & Sustainability Pty Ltd and post to:

  MOSS, 22 Clontarf Crescent, Templestowe VIC 3106

☐ Visa  ☐ Mastercard  (Please note credit card payments attract a 4% service fee.)

I am paying the following amount $ ____________  (Tax invoice receipts will be issued.)

Cardholder's Name: __________________________________________

Card Number: ____________________________ Valid to: ______________

Signature: __________________________________________

We look forward to seeing you there!