Strategies for Sustainable Business

Program Details
In this program, the interconnectedness of people, enterprise, and natural resources is explored through both lectures and dynamic group simulations. Lectures and group work put 21st-century business practices in a socio-economic context and present the issues of sustainability on a national scale. Participants will also learn employment and research-driven approaches to sustainable business practices, such as fair trade and good working conditions.

The program will present principles and tools that will enable participants to evaluate organizations on the multiple dimensions of sustainability and see the tensions that can arise when trying to increase sustainability without negatively affecting others. Participants will use these tools during the course to evaluate the sustainability efforts of other companies and their own and receive feedback from faculty so that they are better equipped to implement, influence, and lead when they return. The course concludes with a leadership inquiry that transforms the way future conversations and collaborations are conducted when sustainability is the goal.

Takeaways
Using a blend of hands-on simulations, case study and article analysis, and small group discussions, participants will learn how sustainability affects all businesses. Participants will learn effective strategies for leading and effecting change on multiple levels, from individual to the organization to the community to the world and how to apply them in both the short and long term to achieve real results.

In Strategies for Sustainable Business, participants will:

- Gain an appreciation for the "state of the world," key dimensions of "unsustainability," and leverage points for change
- Understand opportunities for business value creation through more effective, sustainable use of natural and human resources
- Understand the limits of action by individual businesses, and opportunities for industry and cross-sectoral collaboration
- Learn to assess business strategies and some public policies with a distinctive, holistic, and systems-based perspective on sustainability
- Identify opportunities for leadership for sustainability in personal, professional, and community life

Participants
- General managers in global businesses who want a basic understanding of sustainability and opportunities for leadership and business value creation
- NGO and government leaders who want to understand a business-centered but cross-sectoral perspective on sustainability
- Innovators for sustainability in private, public, NGO, and hybrid sectors who want to identify opportunities for innovation and learn how to assess the impact of their innovations on global sustainability

"Sustainability isn’t just about securing our future. It’s also the defining business and entrepreneurial opportunity of this century."
—John Sterman, Faculty Director

http://executive.mit.edu/sus
Sample Program Schedule
(subject to change)

Day 1
Environmental Sustainability
• 7:45 AM–8:30 AM: Breakfast and Registration
• 8:30 AM–9:30 AM: Program Introduction and Overview
• 9:30 AM–11:00 AM: Fishbanks Simulation
• 11:10 AM–12:00 PM: Fishbanks Debrief
• 12:00 PM–12:45 PM: Systems Thinking - State of the World
• 12:45 PM–1:45 PM: Lunch
• 1:45 PM–3:15 PM: State of the World
• 3:30 PM–5:00 PM: Acting Locally: Sustainability as Process Improvement and Disruptive Innovation
• 5:00 PM–6:00 PM: Reception

Day 2
Social and Political Sustainability: Organizational to Institutional Levels
• 7:45 AM–8:30 AM: Breakfast
• 8:30 AM–9:00 AM: Learning Circles
• 9:00 AM–10:30 AM: Institutions and Market Failures
• 10:45 AM–12:15 PM: Social Sustainability Through Partnerships: Kaiser and Human Capital Institutions
• 12:15 PM–1:15 PM: Lunch
• 1:15 PM–2:45 PM: Macro/Political Framework for Sustainability: Different Approaches to Development
• 3:00 PM–4:30 PM: Social Sustainability Within Firms: Mercadona Case

Day 3
Personal Sustainability and Putting It All Together
• 7:45 AM–8:30 AM: Breakfast
• 8:30 AM–9:00 AM: Learning Circles
• 9:00 AM–10:00 AM: From Theory to Action: Assessing Your Sustainability Strategy
• 10:15 AM–12:15 PM: From Theory to Action: Assessing Your Sustainability Strategy
• 12:15 PM–1:15 PM: Lunch
• 1:15 PM–4:30 PM: Making it Personal - Leadership for Sustainability
• 4:30 PM–5:00 PM: Adjournment

Faculty
Please note that faculty are subject to change and not all faculty teach in each session of the program.

Jason Jay
Lecturer, Sustainability
Director, Sustainability Initiative at MIT Sloan

Roberto Rigobon
Society of Sloan Fellows Professor of Management, Professor of Applied Economics

John Sterman
Jay W. Forrester Professor of Management / Professor of System Dynamics and Engineering Systems / Director, MIT System Dynamics Group

Zeynep Ton
Adjunct Associate Professor of Operations Management

Contact Information
MIT Sloan Executive Education
P: +1-617-253-7166 • E: sloanexeced@mit.edu
http://executive.mit.edu/sus