

AAMS

Mastering Sustainable Transformation

Join the Sustainable Transformation Chair partners,
Port of Antwerp, BASF and Randstad Belgium for this
first edition!

Antwerp Management School



Introduction

Organizations today are facing constant change, pressuring managers to find adequate answers to the question:

How to effectively develop and implement sustainable transformation in my organization?

Concepts such as Corporate Social Responsibility (CSR), shared value, and community involvement have been unable to deliver, as they do not lead to the type nor level of integration needed for true value creation.

Sustainable transformation is a journey of fundamental change. The end goal is a high-synergy society, an integrated economy, and a flourishing ecosystem. This journey is guided by the principles of economic continuity, technological networking, social equity, ecological restoration, and personal wholeness.

This Sustainable Transformation Training Program has been developed for professionals who want to take their organization one step further by working out the “how to” of sustainable transformation. Pursuing “sustainable transformation” can be considered as a new way of organizing business strategy and operations.

Participants will learn all about the necessary frameworks, tools, and techniques for understanding and achieving sustainable transformation.

Our faculty in Sustainable Transformation, together with experts in the field, will take you through the entire process of sustainable transformation. This is a continuous process, based on four pillars:

- **Positive Futures** (the “why?” of the sustainable transformation agenda):
Creating a better future (more secure, smart, shared, sustainable, and satisfying) by tackling systemic global challenges (including disruption, disconnection, disparity, destruction, and discontent).
- **Integrated Value** (the “what?” of the sustainable transformation agenda):
Disseminating concepts and measures of value creation (including human, economic, technological, social, and natural value) across multiple capitals and implementing them in society as a whole and within organizations.
- **Meaningful Innovation** (the “how?” of the sustainable transformation agenda):
Finding creative, scalable solutions for our most urgent social & environmental problems, using innovative strategies, business models, products & services.
- **Purposeful Leadership** (the “who?” of the sustainable transformation agenda):
Developing inspiring, transformational leaders who can overcome society’s challenges with a systemic, disruptive, inclusive, sustainable, and ethical approach.

This structure allows us to go beyond classic sustainability programs. You will not only receive the necessary know-how and tips & tricks to support your sustainability journey, but you will also go through a professional development trajectory that will not only reinforce you as a manager, but your entire management team and / or organization as well.

Bonus: You will also be learning from other companies and their best practices and challenges.

Curriculum

Mastering Sustainable Transformation - 4 modules

Mastering Sustainable Transformation is part of the Chair in Sustainable Transformation, supported by the Port of Antwerp, BASF and Randstad Belgium.

You can choose to register for 1, 2, 3, or 4 modules.

Each module will contain four half-day sessions on the following dates:

- **Module 1:** Sustainable Transformation: 3, 10, 17 & 24 Feb 2021
- **Module 2:** Sustainable Innovation: 9, 16, 23, & 29 Jun 2021
- **Module 3:** Sustainable Leadership & HR: 8, 15, 22, & 29 Sep 2021
- **Module 4:** Sustainable Supply Chain & Circular Economy: 10, 17, 24 Nov & 1 Dec 2021

Module 1:
Sustainable Transformation
Feb 2021

Day 1 – February 3, 2021 (9:00-12:00): Changing context and global challenges

- Triggers for transformation and sustainability trends
- Sustainable transformation for the Sustainable Development Goals (SDGs) (positive futures, integrated value, meaningful innovation, purposeful leadership)
- Integrated value (new business models, innovation synergies that are secure, smart, shared, sustainable, satisfying)
- Exponential thinking (a way of change, a leverage for growth, a workable mindset for adopting and integrating technology)
- Impact of COVID-19 on sustainable transformation
- **Exercise in systems thinking**

Day 2 – February 10, 2021 (9:00-12:00): Business response

- Sustainable transformation maturity models
- Sustainability concepts, such as the triple bottom line and creating shared value
- The 7 steps of Integrated Value
- New sustainable transformation frameworks
- Stakeholder management
- **Company case Port of Antwerp: Best practices and challenges in their sustainable transformation process**

Day 3 – February 17, 2021 (9:00-12:00):

Applying new business models and innovation concepts to your own challenges

- Sustainable transformation design thinking and rapid prototyping
- Sustainability ambitions, SMART goals and KPIs
- New business models, such as the circular economy, to strengthen your sustainable transformation process
- **Testimony BASF: water supply innovation**
- **Exercise: Applying innovation concepts to your own challenge on a project level**

Day 4 – February 24, 2021 (9:00-12:00):

Sustainable transformation, resilience, and change management

- Change agency (change models, sustainability leadership, sustainable mindsets)
- Sustainability reporting and impact measurement
- **Company case Randstad Belgium: The Future Resilience Index**
- **Exercise: Applying the why, what and how of sustainable transformation to challenge your organization's mission, vision and strategy**

After this module you will be able to:

- Translate the complexity of global challenges into a clear outline for your own sustainability strategy
- Identify sustainability trends that may disrupt your business model
- Set to work with sustainability strategy frameworks and tools
- Integrate and transform your strategic goals into a set of SMART goals and KPIs
- Embed and optimize your strategy execution processes by creating sustainable mindsets
- Enable your processes, products & services, and business models by smartly adopting a sustainable transformation strategy
- Identify whether you have the necessary competences to enable sustainable transformation



"The world transforms when organizations transform.
Organizations transform when people transform."

- Jan Beyne

Participants

This program is aimed at managers who:

- Are prepared to support and guide their organization to the next level of sustainability maturity
- Want to translate new sustainability practices into impact for their business
- Have a sustainability vision and are looking for ways to bring it into practice
- Want to support their organization and give direction to the organization's strategy
- Want to give real meaning to the words sustainable transformation

Potential functions / profiles are:

CEOs, CFOs, COOs, CSR or sustainability managers,
HR managers, general managers, marketing managers, members of a management team, etc.



“Our global social and environmental risks are big and urgent. To avoid widespread breakdown, we need solutions that match the scale and urgency of the problems. Slow, incremental change is no longer enough. Companies need to rise to the challenge by transforming themselves, their industries and the economy.”

- Wayne Visser

Practical information

Fees (excluding VAT)

50% discount for the first module: € 750.
For the other modules: € 1.500 per module.

Location

Antwerp Management School closely monitors the coronavirus situation. All our courses are structured in such a way that they can easily be converted into virtual lessons.

This way, we can guarantee that the sessions will take place, either online and / or on our campus. To guarantee the highest quality, data may have to be adjusted. This training program will be an “in person” program by default. However, we present the first module (February 2021) through a virtual format, coordinated by Antwerp Management School.

Admission

Deadline

Registrations for this first module will close on January 29, 2021 or as soon as the maximum number of participants has been reached. We advise you to register as soon as possible.

Procedure

Register [here](#) if you are interested in participating in the first Sustainable Transformation module.

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All information, rates and dates in this brochure are subject to change.

Contact



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