

**EXECUTIVE EDUCATION**

# LEADING THE SUSTAINABILITY TRANSFORMATION

*Lead your organization's sustainability strategy with innovation and purpose.*

## Drive Sustainable Transformation in Your Organization with Innovation and Purpose

Lead your organization's sustainable transformation to create a meaningful positive impact and secure a sustainable competitive advantage that will enhance stakeholder value, drive innovation, and ensure long-term resilience. This program integrates leading research with industry best practices, providing you with a solid foundation of evidence-based knowledge and tools to inform your decision-making and drive sustainable business strategies and practices.

You will develop the skills needed to effectively manage the risks to today's business and realize the transformational opportunities of tomorrow through interactive lectures, case studies, group discussions, and experiential learning activities.

This program was developed in coordination with the Erb Institute, which has been at the forefront of business sustainability for over 25 years. The program features executive guest speakers with substantial experience in formulating and executing sustainability strategies.

### KEY BENEFITS

- **Gain Strategic Insight:** Research from Boston Consulting Group highlights that businesses incorporating sustainability into their strategic frameworks are 1.4 times more likely to achieve innovation breakthroughs. Explore emerging sustainability trends, such as materiality, circularity, inclusive growth, and ESG reporting, that directly influence risk management, competitive positioning, and long-term value creation.
- **Strengthen Stakeholder Relationships:** Cultivate the skills and strategies needed to engage stakeholders in meaningful dialogue to create shared value, ensure organizational legitimacy and to catalyze sustainable innovation.
- **Embed Purpose:** Formulate strategic sustainability initiatives that connect corporate purpose to the company's operating reality.
- **Enhance Capacity for Leading Change:** Learn to be an effective internal changemaker for your organization's sustainability transformation.
- **Metrics & Analytics for Success:** 74% of CEO's surveyed in a CEO Pulse Survey, said that they expected to see significant returns on sustainability investments over the next 5 years. In this program you will learn how to establish clear targets, metrics, and processes for tracking and evaluating sustainability performance and impact.
- **Applied Learning Experience:** Formulate a capstone project, synthesizing program learning into an actionable sustainability initiative for your organization.

### DATES\*

17 - 20 Mar 2025

22 - 25 Sept 2025

### FORMAT

In Person

Ann Arbor, MI

### PROGRAM FEES\*

\$9,500 US

### CREDENTIAL

Visit the website to see available credentials.

### WHO SHOULD ATTEND

This program is designed for all executives who are passionate about driving sustainable transformation, integrating ESG principles and creating long-term value for their organizations and stakeholders. Participants in these roles will find this program beneficial for them and their organizations.

Titles may include:

- Executives and senior leaders, government and nonprofit leaders.
- ESG or CSR managers.
- Sustainability Champions responsible for sustainability initiatives in their organization.
- Investors, Asset Managers and Finance professionals.
- Business Leaders seeking to transition into sustainability focused roles.



## PROGRAM STRUCTURE<sup>^</sup>

The teaching methodology emphasizes practical application, enabling participants to translate their learning into actionable organizational strategies and initiatives.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<b>Sustainable Value Creation</b> <ul style="list-style-type: none"> <li>› Sustainable Value Framework</li> <li>› Materiality and Risk Mitigation</li> <li>› Core Stakeholder Engagement</li> </ul>	<b>Stakeholder Transformation</b> <ul style="list-style-type: none"> <li>› Sustainable and Inclusive Growth</li> <li>› Circular Economy</li> <li>› Sustainable Innovation</li> <li>› Catalyzing New Initiatives</li> </ul>	<b>Sustainability and ESG</b> <ul style="list-style-type: none"> <li>› The Equity Challenge</li> <li>› ESG Reporting Frameworks</li> <li>› ESG Ratings</li> <li>› ESG Metrics</li> </ul>	<b>Strategic Execution</b> <ul style="list-style-type: none"> <li>› Embedding Purpose</li> <li>› Capstone Experience</li> <li>› Conclusion</li> </ul>

## THE EXPERTS

Learn from the same faculty who teach in our highly-ranked degree programs.



**Stu Hart**

FACULTY CO-DIRECTOR  
Erb Institute Professor in Residence, U of M  
S.C. Johnson Professor Emeritus, Cornell



**Chris Rider**

FACULTY CO-DIRECTOR  
Thomas C. Kinnear Professor and Associate Professor  
of Entrepreneurial Studies



**Sara Soderstrom**

Assistant Professor of Organizational Studies and  
Assistant Professor of Program in the Environment,  
College of Literature, Science, and the Arts



**Gwen Yu**

Professor of Accounting  
Michael and Joan Sakkinen Faculty Fellow  
Accounting Faculty Doctoral Coordinator

## A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience. Our program directors work closely with faculty before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics.

**9.5/10**

OVERALL SATISFACTION  
SCORE FOR OPEN PROGRAMS  
– Financial Times, 2024

## ▶ REGISTER TODAY!

For more information, contact:  
734-763-1000  
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\*Your program fee includes accommodations, meals, and course materials. Dates and fees are subject to change.

<sup>^</sup>This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change. Visit the website for the most up-to-date information.

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