SUSTAINABLE BUSINESS STRATEGY



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Info@gentextraining.com

Introduction

Sustainable Business Strategy examines how organizations build long-term value while managing environmental, social, and governance pressures. This Training Course covers materiality assessment, sustainability strategy design, target setting, and reporting readiness. Participants study the GRI Standards, the ISSB IFRS S1 and S2 standards, TCFD recommendations, SASB industry metrics, the UN Sustainable Development Goals, and science-based targets. Furthermore, the programme connects strategy to accountability through materiality labs, decarbonisation roadmapping, and reporting simulations. As a result, delegates leave able to embed sustainability into strategy rather than treating it as a communications exercise.

Sustainable Business Strategy Course Objectives

- Define sustainable business strategy and its link to long-term value.
- Assess material sustainability topics with double materiality.
- Map stakeholders and sustainability expectations credibly.
- Align strategy with the UN Sustainable Development Goals.
- Set science-based targets and credible transition commitments.
- Apply the GRI Standards, ISSB IFRS S1 and S2, TCFD, and SASB.
- Build decarbonisation and circular economy roadmaps.
- Integrate ESG criteria into investment and procurement decisions.
- Design governance, oversight, and accountability structures.
- Prepare sustainability disclosures and assurance readiness.

Course Methodology

- Interactive workshops using real sustainability and reporting files.
- Double materiality assessment and stakeholder mapping labs.

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- Target setting and decarbonisation roadmap exercises.
- ESG integration and investment screening workshops.
- Sustainability reporting and assurance simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Sustainability and ESG managers and officers.
- Strategy and corporate planning professionals.
- Finance, reporting, and investor relations staff.
- Risk, compliance, and governance officers.
- Operations, supply chain, and procurement managers.
- Internal audit and assurance professionals.
- Consultants advising on ESG strategy.

Sustainable Business Strategy Course Outlines

Day 1: Foundations of Sustainable Business Strategy

- Defining sustainability, ESG, and long-term value creation.
- The business case for sustainability and risk of inaction.
- Sustainability megatrends and regulatory direction.
- Stakeholder expectations across investors, regulators, and communities.
- Governance, ethics, and accountability for sustainability.
- Sustainability roles and organizational structures.
- Building the sustainability strategy framework.

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Day 2: Materiality and Stakeholder Assessment

- Double materiality: impact and financial materiality.
- Materiality assessment methods and scoring.
- Stakeholder mapping and engagement techniques.
- Industry benchmarking and peer comparison.
- Aligning with the UN Sustainable Development Goals.
- Prioritising topics for strategy and reporting.
- Documenting evidence and assumptions.

Day 3: Strategy Design and Target Setting

- Vision, ambition, and sustainability positioning.
- Science-based targets and net-zero commitments.
- Decarbonisation roadmaps and abatement options.
- Circular economy principles and resource efficiency.
- Social sustainability: human rights and labour practices.
- Integrating ESG into business model and value chain.
- Investment, cost, and funding considerations.

Day 4: Governance, Metrics, and Reporting Frameworks

- The GRI Standards and universal, sector, and topic standards.
- ISSB IFRS S1 and S2 disclosure requirements.
- TCFD recommendations and climate risk disclosure.
- SASB industry-specific metrics.

- ESG data collection, controls, and quality.
- Ratings, indices, and investor expectations.
- Assurance readiness and internal control design.

Day 5: Integration, Performance, and Communication

- Embedding ESG in planning, budgeting, and procurement.
- ESG-linked targets, incentives, and accountability.
- Performance dashboards and sustainability KPIs.
- Greenwashing risk and communication integrity.
- Sustainability reporting cycle and stakeholder dialogue.
- Review, refresh, and continuous improvement.
- Personal action plan and organizational commitment.

Conclusion

By successfully completing Sustainable Business Strategy, participants will have acquired a practical command of materiality assessment, sustainability strategy design, target setting, ESG governance, and reporting frameworks. They will know how to identify the topics that matter most, set targets with credible methods, and build the controls and disclosures that withstand scrutiny. In addition, the course prepares delegates to embed sustainability into planning, procurement, and performance management. As a result, they return to work ready to turn sustainability commitments into business decisions. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Sustainable Business Strategy course

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Q1 What is the "Sustainable Business Strategy" course about?

It is a five-day programme that shows how to build sustainability into corporate strategy and governance. It covers double materiality assessment, stakeholder engagement, science-based target setting, decarbonisation and circular economy roadmaps, ESG integration, reporting frameworks, and assurance readiness.

Q2 What are the key benefits of the "Sustainable Business Strategy" course?

Participants gain the ability to identify the sustainability topics that genuinely affect value, set targets with credible methods, and set up the data controls disclosures require. They also learn to embed ESG criteria in planning, procurement, and investment decisions, which reduces greenwashing risk and strengthens investor confidence.

Q3 What skills will I gain from the "Sustainable Business Strategy" course?

Materiality and stakeholder assessment with double materiality methods and SDG alignment, sustainability strategy design with science-based targets, decarbonisation roadmaps, and circular economy principles, ESG governance and measurement with the GRI Standards, ISSB IFRS S1 and S2, TCFD, and SASB, and reporting integrity with ESG data controls, assurance readiness, and greenwashing risk management.

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Q4 What tools, methods, or standards are covered in the "Sustainable Business Strategy" course?

The course covers sustainability, ESG and long-term value definitions, the business case for sustainability and inaction risk, sustainability megatrends and regulatory direction, stakeholder expectation mapping across investors, regulators and communities, governance, ethics and accountability for sustainability, sustainability role and structure design, double materiality across impact and financial dimensions, materiality assessment methods, scoring and thresholds, stakeholder mapping and engagement techniques, industry benchmarking and peer comparison, the UN Sustainable Development Goals, topic prioritisation for strategy and reporting, vision, ambition and sustainability positioning, science-based targets and net-zero commitments, decarbonisation roadmap construction and abatement option analysis, circular economy principles and resource efficiency, human rights and labour practice assessment, ESG integration into business models and value chains, investment, cost and funding considerations, the GRI Standards including universal, sector and topic standards, ISSB IFRS S1 and S2 disclosure requirements, TCFD recommendations and climate risk disclosure, SASB industry-specific metrics, ESG data collection, controls and quality management, ratings and index expectations, assurance readiness and internal control design, ESG embedding in planning, budgeting and procurement, ESG-linked targets, incentives and accountability, sustainability dashboard and KPI design, greenwashing risk and communication integrity, and sustainability reporting cycle and stakeholder dialogue.

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Q5 How is the "Sustainable Business Strategy" course applied in real-world practice?

Delegates apply it through materiality assessments, stakeholder engagement reports, SDG alignment maps, sustainability strategies, science-based target submissions, decarbonisation roadmaps, circular economy plans, ESG screening criteria, supplier sustainability requirements, ESG data registers, control matrices, sustainability reports, disclosure drafts, ratings responses, assurance readiness files, and sustainability dashboards. They also use it to brief boards on ESG performance and to prepare investor and regulator engagement.