

STRATEGIES FOR SUSTAINABLE BUSINESS



WHEN

Nov 6–8, 2024

PRICE

\$5,100

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

This course connects executives with MIT faculty and researchers who are currently breaking new ground in sustainability thinking and practice. This innovative program applies a unique MIT Sloan framework to the topic of environmental and socio-economic sustainability so you leave with practical and impactful strategies for building consensus and making change, and are empowered to take action on sustainability.

The curriculum draws on the latest research and shares lessons on how to influence organizational culture, conduct difficult conversations, and engage people to undertake important projects. Through lectures, discussions, and a hands-on system dynamics simulation, you will learn about strategies at the operational level, in your extended supply chain, and across your industry. You will also discover why sustainability is the challenge of this generation through case studies that reveal how industries are changing to adapt to the business risks and opportunities presented by megatrends like climate change and globalization.

Please visit our website for the most current information.

executive.mit.edu/sus

FACULTY*

Jason Jay

John Sterman

*Please note, faculty may be subject to change.

TAKEAWAYS

As a participant of this program, you will:

- Learn strategies for leading and effecting change, and how best to apply them
- Gain an appreciation for key dimensions of unsustainability and leverage points for change
- Discover available strategies for sustainability that are most relevant to your organization
- Understand opportunities for business value creation through sustainable use of natural and human resources and cross-sectoral collaboration
- Learn to assess business strategies and public policies with a systems based perspective on sustainability
- Build an action plan for innovation and continuous improvement on sustainability
- Receive feedback from faculty so you are better equipped to implement, influence, and lead

WHO SHOULD ATTEND

- Functional and business unit leaders charged with advancing sustainability and creating value
- Investment professionals charged with aligning socially responsible investments with value
- Those who want to deepen their understanding of sustainability in a socioeconomic context
- Professionals who need to learn about strategies that promote sustainable business practices
- Environmental consultants and professionals who need to understand how to link their practice to the business world and prove the value of sustainability
- NGO and government leaders who want to understand a business-centered but cross-sectoral perspective on sustainability



It wasn't just mind blowing and life changing, but also certainly the most engaging experience so far in this field. I can tell you those folks are the most passionate and knowledgeable faculty on sustainability.

OVERALL RATING | ★ ★ ★ ★ ★

– Frederic B

CONTACT INFORMATION

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