Course : Integrating Sustainable Development into the Company's Strategy

Turn sustainability challenges into drivers of performance, innovation, and resilience

Practical course - 2d - 14h00 - Ref. D1D

Price : 1680 CHF E.T.

NEW

Environmental and societal transitions are no longer peripheral issues: they are transforming markets, costs, customer expectations, access to resources, and business models.This training enables executives and members of the Executive Committee to take a step back, identify priority risks and opportunities, assess the robustness of their business model, and make informed strategic decisions to sustainably integrate these issues into their company's strategy and management.

Teaching objectives

At the end of the training, the participant will be able to:

- Analyze the effects of environmental, societal, and governance transitions (ESG criteria) on their company's strategic context and business model
- Assess the risks, opportunities, and impacts associated with environmental, social, and governance issues, taking into account their strategic importance and time horizon
- Balancing transformation priorities by reconciling resilience, value creation, capacity for action, and short- and long-term performance
- Develop strategic guidelines that integrate sustainability into the organization's vision, governance, and decision-making processes
- Develop an initial roadmap and a sustainable performance management system tailored to their company

Intended audience

Executives, members of the Executive Committee/Management Committee

Prerequisites

None

PARTICIPANTS

Executives, members of the Executive Committee/Management Committee

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Practical details

Teaching methods

Self-assessment, case studies based on real-life situations, time for individual reflection and small-group work, peer-to-peer exchanges of best practices and experiences, simulations of executive committee meetings, and decision-making exercises incorporating strategic, economic, and operational constraints.Methods and tools: the gradual development of a personalized strategic roadmap directly applicable within the company; PESTEL analysis (incorporating environmental, social, and governance issues); ESG risk and opportunity matrix; sustainable SWOT analysis; RACI matrix; etc.

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Course schedule

1 Understanding the Changes in the Strategic Environment

Compétences visées

- Identify major structural environmental, societal, and economic transitions (climate, biodiversity, resources, energy, demographic trends, social expectations, and changes in practices—such as the CSRD under European regulation)
- Analyze changes in the expectations of key stakeholders: customers, investors, employees, partners, local communities, and government agencies
- Conduct a strategic analysis of the context: weak signals, interdependencies, underlying trends, and sources of uncertainty
- Use the principles of materiality and double materiality as frameworks for inquiry, without a detailed regulatory approach
- Identify international benchmarks relevant to decision-making: Sustainable Development Goals and recognized frameworks (UN SDGs, Paris Agreement, ESG standards, TCFD principles)

Activités pédagogiques

- Conduct a self-assessment of the external pressures affecting your business and identify the three most significant transitions
- Analyze a company facing multiple transitions and identify the strategic decisions that have become priorities
- Work in small groups to create a map of short-, medium-, and long-term risks and opportunities, and then compare the assumptions

Outils et méthodes

- PESTEL Analysis (Political, Economic, Sociocultural, Technological, and Environmental factors) incorporating ESG issues
- Future Scenarios
- ESG Risks and Opportunities Matrix

2 Assess the impact on the business model

Compétences visées

- Identify the components of the business model: value proposition, customer segments, resources, activities, partners, revenues, and costs
- Identify critical dependencies and impacts throughout the value chain
- Assessing physical, transition, and reputational risks: potential impacts on operations, assets, markets, and financing
- Identify opportunities for adaptation and innovation: simplicity, circularity, resource efficiency, changes in supply, and new services
- Compare strategic options across short-, medium-, and long-term time horizons and assess their economic and operational implications

Activités pédagogiques

- Apply a long-term perspective to your company's Business Model Canvas and identify the components that need to be secured, adapted, or transformed
- Analyze your value chain to identify two critical dependencies and two opportunities for value creation.
- Facilitate a simulated COMEX session focusing on maintaining, adapting, and transforming the business model, and then formalize the decision-making criteria

Outils et méthodes

- Sustainable Business Model Canvas
- Value Chain Analysis
- Sustainable SWOT Analysis

3 Transforming the vision into strategic priorities and organizing governance

Compétences visées

- Formulating a Strategic Vision: Linking Purpose, Resilience, Competitiveness, Societal Impact, and the Transformation Horizon
- Define decision-making criteria: strategic impact, value creation, urgency, feasibility, resources, risks of inaction, and acceptability
- Select a limited number of priority areas that are consistent with the company's capabilities
- Clarify the roles of the CEO, the Executive Committee, and key functions in decision-making, resource allocation, and monitoring
- Integrating sustainability into existing processes: strategic planning, budgeting, investments, risk management, and performance reviews
- Translate the selected strategic directions into action plans that are consistent with the company's capabilities

Activités pédagogiques

- Formulate a sustainable goal aligned with the company’s vision and break it down into no more than three strategic priorities
- Prioritize strategic directions using impact and feasibility criteria, and then clearly explain the trade-offs involved
- Defend your priorities during a simulated strategy committee meeting and adjust them in light of financial, operational, and human resource objections
- Develop a 12–24-month roadmap that outlines priorities, initial actions, responsible parties, milestones, and conditions for success

Outils et méthodes

- Impact/Feasibility Matrix
- Sustainable Strategic Roadmap Template
- Multicriteria Matrix for Strategic Decision-Making
- RACI Matrix (Responsible, Accountable, Consulted, Informed)

4 Driving Sustainable Performance

Compétences visées

- Select indicators that are relevant to decision-making and aligned with the overall strategy: results, impacts, risks, progress, and capacity for transformation
- Integrate financial and non-financial data into a streamlined dashboard
- Integrate monitoring into existing governance structures and management cycles
- Define the conditions for communication that is consistent with decisions, actions, and results in order to limit the risk of greenwashing
- Organize steering committee meetings to adjust priorities and the roadmap based on the results obtained

Activités pédagogiques

- Select five to eight metrics that are useful to the Executive Committee/Management Committee and explain the connection between each metric and an expected decision
- Present the roadmap as part of a strategic review, gather feedback from peers, and formalize the selected adjustments

Outils et méthodes

- ESG Dashboard
- Greenwashing Prevention Checklist

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Dates and locations

REMOTE CLASS
2026 : 10 Dec.

2027 : 1 Apr., 24 June, 20 Sep., 9 Dec.