

EXPERIENCECSR 2010

MELBOURNE: 13 MAY 2010
 26 AUGUST 2010
 22 OCTOBER 2010

SYDNEY: 25 JUNE 2010
 9.30AM-4.30PM (ALL DATES)

CREATE CSR STRATEGIES THAT WORK

ExperienceCSR is our award-winning web-based CSR strategy simulation which places participants in the role of CSR advisor to a hypothetical company that stands on the brink of success or failure, depending on the decisions you make.

The workshop is designed to help practitioners across a range of backgrounds and experience levels understand and manage corporate social responsibility in their organisation.

ExperienceCSR provides a safe environment to experiment with CSR strategy and try new things, see the results and build confidence for real world application.

Participants create a CSR strategy that appeals to diverse stakeholders, using an array of nearly 60 classic CSR tactics, within a limited time and budget.

Now completely revised and updated, ExperienceCSR will engage, motivate and teach you best practice CSR in an enjoyable team-based environment.

ExperienceCSR has been taken by hundreds of managers in Australia since 2005 and remains our most enduring and popular flagship CSR strategy workshop.

Whether you are learning about CSR or an advanced practitioner, this one-day program will give you a great foundation to create or review your organisation's CSR strategy and tactics.

WHAT YOU WILL GAIN

Participants learn CSR change management best practice, focus on organisational aspects of implementing a successful CSR strategy, and get immediate feedback on the effectiveness of their tactics.

YOU WILL LEARN TO

- Identify the five pillars of CSR
- Create a customised CSR plan for your organisation
- Implement your CSR plan
- Manage stakeholders and resisters to CSR

Participants now also receive a **full year free access** account to the simulation so you can continue to learn and experiment with CSR strategy after the workshop.

The workshop program provides you the tools to:

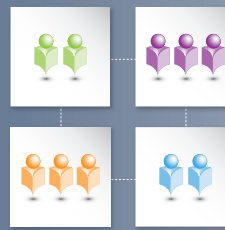
- **Explore** corporate social responsibility theory and resources
- **Experience** theory in action in a sophisticated business simulation
- **Reflect** on simulation results and identify opportunities to improve
- **Apply** learning to real-world CSR projects with decision support tools
- **Share** knowledge with peers in a collaboration space.

The results from the ExperienceCSR workshops speak for themselves!

- 94% of participants found the simulation engaging
- 92% said they found the case study clear and to the point
- 94% of participants would recommend ExperienceCSR to others
- 89% said that they enjoyed this learning methodology more than traditional learning avenues

BOOK THIS WORKSHOP BY COMPLETING THE REGISTRATION FORM AVAILABLE AT:
www.accsr.com.au

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ABOUT EXPERIENCECSR

ExperienceCSR is an award-winning program developed by ExperiencePoint of Toronto, experts in designing and delivering engaging, powerful simulations that enable focused experience with business theory, techniques, and tools.

To find out more, visit www.experiencepoint.com

ACCSR'S PARTNERSHIP WITH LA TROBE UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

This workshop is eligible for Recognised Prior Learning or for credit towards the Graduate Certificate in Corporate Responsibility at La Trobe University Graduate School of Management.

For more information about learning with La Trobe GSM, visit: www.latrobe.edu.au/gsm



ABOUT ACCSR

ACCSR helps organisations create lasting value through responsible business strategies and productive stakeholder relationships. Our unique capability-building approach helps organisations identify and understand their social responsibilities, capacity and impact and develop strategies and tactics to reduce social risks and improve both performance and social responsiveness. Our learning programs build individual capability for managing social responsibility and underpin the professionalisation of the corporate responsibility management function.



Australian Centre for Corporate Social Responsibility

Australian Centre for Corporate Social Responsibility
Suite 605, 10 Yarra Street, South Yarra, VIC 3141, Australia
Phone: 03 9826 1767
Fax: 03 9826 8993
Web: www.accsr.com.au
Email: workshop@accsr.com.au

ExperienceCSR WORKSHOP PARTICIPANTS SAY...

"It's not often that you attend a workshop that ticks all the boxes. It was a rewarding and stimulating experience that provided readymade strategies and tools for my complex operating environment."

Mac Henshall, General Manager Stakeholder and Community Relations, VicTrack

"The ExperienceCSR workshop was extremely valuable. Theory as well as practical appreciation delivered via an interactive online environment – perfect!"

Marnie Keith, National Manager, Clients and Markets, Clayton Utz

"The hands-on nature of this workshop was both enjoyable and constructive, with the learning immediately useful."

Jennifer Simon, CSR Manager, CPA Australia

"ExperienceCSR provides an excellent e-tool to challenge your thinking and refine your approach."

Helen Bailey, General Manager People, Culture & Sustainability, Savings & Loans Credit Union

"Finally, a learning programme that is also great fun!"

Prue Gilbert, General Counsel, Corporate Express Australia Limited

