

PURPOSE-INSPIRED LEADERSHIP AND CHANGE THROUGH CSR

A ONE-DAY WORKSHOP WITH DR WAYNE VISSER
MELBOURNE | 10 MARCH 2010 | 9.00AM-5.00PM

DO YOU SEE YOURSELF AS A SOCIAL CHANGE AGENT
IN YOUR ORGANISATION? ARE YOU SEEKING THE
TOOLS TO HELP YOU MAKE A DIFFERENCE?

Led by Dr Wayne Visser, founder and CEO of CSR International, this powerful workshop, offered for the first time in Australia, will show you how CSR can create change and make a difference at an individual, organisational and societal level.

You will learn some of the basic tools of CSR and change management, including those relating to systems thinking, scenario planning and social responsibility change management strategies. You will be introduced to foundational concepts and best practices in CSR. You will examine sources of personal meaning in CSR work and identify ways of making a difference given your strengths as an expert, catalyst, facilitator or activist type of manager.

WHO SHOULD ATTEND THIS WORKSHOP?

This workshop is ideal for managers from business, civil society, government and academia and others who see themselves as social change agents in business and society.

WHAT YOU WILL GAIN

The workshop will provide you with insights on CSR from around the world. You will also have an opportunity to work with a model of change agency.

The workshop will explore:

- The power of change champions
- Legacy thinking
- The 'happiness factor'

Not only will you gain a comprehensive understanding of change agency, but you will emerge feeling personally empowered to make a difference.

WORKSHOP PROGRAM

PART 1:

The Evolution of Thinking on Change

- Philosophy of change
- Gradual and rapid change
- Individual and collective change

PART 2:

Societal Change

- Complex systems
- Tipping points
- Chaos points

PART 3:

Sector and Organisational Change

- Scenario planning
- Backcasting
- CSR strategies

PART 4:

Individual Change

- Purpose-inspired leadership
- CSR champions
- Change agents: Experts, Facilitators, Catalysts and Activists

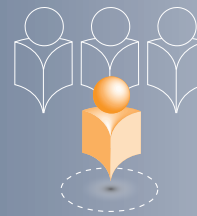
PART 5:

The Future of CSR

- The three curses of modern CSR: incremental, peripheral & uneconomic
- The death of CSR 1.0 and birth of CSR 2.0
- Principles of CSR 2.0: creativity, scalability, responsiveness, paradox & circularity

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

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ABOUT DR WAYNE VISSER

Wayne Visser is Founder and Director of CSR International and the author/ editor of nine books, including seven on the role of business in society, including *The A to Z of Corporate Social Responsibility*, *Landmarks for Sustainability: Events and Initiatives That Changed the World* and *Making a Difference*. He is a Senior Associate at the University of Cambridge Programme for Sustainability Leadership and was previously Director of Sustainability Services for KPMG and Strategy Analyst for Cap Gemini in South Africa.

Dr Wayne Visser
Founder and Director of
CSR International



ABOUT CSR INTERNATIONAL

CSR International is a membership organisation dedicated to connecting and empowering Corporate Sustainability and Responsibility (CSR) professionals. We transform CSR into an integrated solution through thought-leadership, research, best practice benchmarking and shared learning. We offer CSR news, research and book review digests for members. Signing up is free via the website. In 2010, Founder Director Wayne Visser is on a 'CSR Quest' World Tour. See www.csrinternational.org for more information or email info@csrinternational.org



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

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