

**ExperienceCSR (Corporate Social Responsibility) is an e-learning program that features an immersive business simulation. Designed in cooperation with the University of St. Michael's College, ExperienceCSR delivers relevant and powerful learning in an engaging environment.**

Business is at a crossroads. Increasing pressure to deliver immediate results to shareholders has compromised the long-term viability of many corporations, sometimes with disastrous results.

Tomorrow's leading organizations will practice a more balanced approach to management, recognizing that long-term success and profitability is critically linked to the welfare of a broader set of stakeholders.

ExperienceCSR helps learners make better decisions. In the simulation, participants build and implement a strategy focused on the corporation's ethical responsibilities to employees, the community, customers, suppliers, the environment and - of course - shareholders.

This online tool enables learners 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

**Agenda (in-class delivery)**

MORNING	
	Overview of CSR theory and change model
	Introduce SkyTech case study simulation
	Interview SkyTech stakeholders
	Understand CSR tactics
	Build your CSR implementation plan
AFTERNOON	
	Implement CSR plan for Skytech and revise based on feedback from the system
	Discuss critical success factors in simulation and real world CSR programs
	Apply concepts to own CSR initiatives

**Corporate Social Responsibility is a strategy and a culture!**

*"ExperienceCSR is one of the year's best online learning products!"*

2003's Best2Buy Competition, TRAINING & DEVELOPMENT MAGAZINE (published by the American Society of Training & Development)

Authorized Partner



Australian Centre for Corporate Social Responsibility

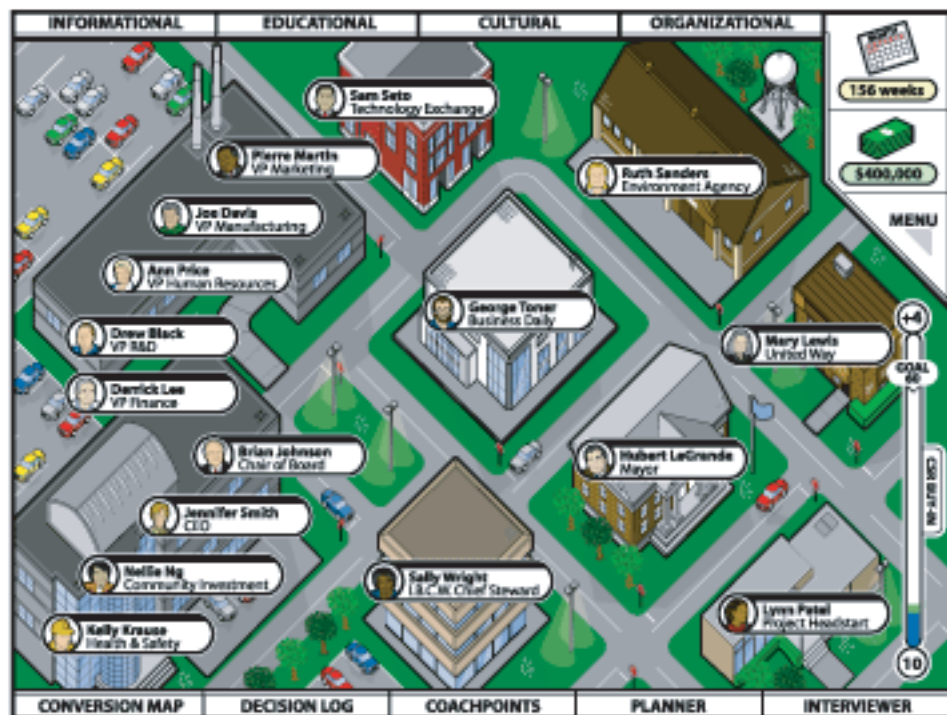
**Explore Experience Reflect Apply Share**



"Feedback on the simulation as a learning tool was unequivocal in its praise. Students were challenged by both the content and the process. The tool's efficacy is underlined by participants' willingness -- indeed their eagerness -- to continue to discuss, via e-mail, the strengths and weaknesses of the rather extensive list of available tactics."

Dr. Mimi Marrocco,  
UNIVERSITY OF TORONTO

ExperienceCSR is flexible in implementation. Whether delivered as an in-class exercise or a single-user online assignment, ExperienceCSR provides a powerful and exciting learning experience.



For further information or to subscribe now please contact us at:

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