Gender and Business Strategy Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving global economy, integrating gender-inclusive business strategies, diversity, equity and inclusion (DEI), and sustainable development goals (SDGs) is no longer optional it is a competitive advantage. Organizations that embed gender mainstreaming, inclusive leadership, and equitable workforce practices into their core strategy consistently outperform peers in innovation, profitability, and market expansion. Gender and Business Strategy Training Course equips participants with cutting-edge tools to align gender equality with business growth, ESG performance, and impact-driven leadership.

This training explores how gender-responsive business models, data-driven decision-making, and inclusive value chains can unlock new opportunities in both emerging and established markets. Participants will learn to design and implement transformational strategies that address systemic inequalities while enhancing organizational resilience, brand reputation, and stakeholder engagement in a highly competitive landscape.

Programme Curriculum

Gender and Business Strategy Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Apply gender-responsive strategic planning in corporate environments
2. Integrate DEI frameworks into business operations and governance
3. Analyze gender-disaggregated data for informed decision-making
4. Strengthen inclusive leadership competencies
5. Design gender-smart value chains for market expansion
6. Enhance ESG and sustainability reporting with gender indicators
7. Promote women's economic empowerment in business ecosystems
8. Identify and mitigate gender bias in workplace systems
9. Develop inclusive marketing and branding strategies
10. Improve talent acquisition and retention through equity practices
11. Build resilient and inclusive supply chains
12. Leverage digital transformation for gender inclusion
13. Align business strategies with global gender equality standards

Target Audience

1. Corporate executives and business leaders
2. Strategy and management consultants
3. Human resource professionals
4. Entrepreneurs and startup founders
5. Policy makers and regulators
6. Gender and development specialists
7. CSR and ESG managers
8. Investors and impact fund managers

Course Modules

Module 1: Foundations of Gender and Business Strategy

- Concepts of gender equality and business performance
- Understanding gender gaps in economic participation
- Link between SDGs and corporate strategy
- Business case for gender inclusion
- Tools for gender analysis in organizations
- Case Study: A multinational company improving profitability through gender-balanced leadership.

Module 2: Gender Mainstreaming in Corporate Strategy

- Embedding gender in vision, mission, and values
- Gender-responsive policy development
- Organizational gender audits
- Strategic planning with inclusive frameworks
- Monitoring gender integration

- Case Study: A regional firm integrating gender into its 5-year strategic plan.

Module 3: Inclusive Leadership and Governance

- Traits of inclusive leaders
- Gender diversity in boards and executive teams
- Decision-making and unconscious bias mitigation
- Building inclusive workplace cultures
- Accountability systems for leadership
- Case Study: A company achieving higher innovation through diverse leadership teams.

Module 4: Gender-Smart Value Chains

- Mapping inclusive value chains
- Supplier diversity strategies
- Supporting women-owned enterprises
- Market access and inclusion
- Risk management in supply chains
- Case Study: A global brand expanding markets through women-led suppliers.

Module 5: Gender and Workforce Development

- Gender-equitable recruitment practices
- Pay equity and compensation structures
- Career progression and leadership pipelines
- Work-life balance policies
- Addressing workplace harassment
- Case Study: A firm reducing turnover through inclusive HR policies.

Module 6: Gender-Responsive Marketing and Branding

- Understanding gender-sensitive consumer behavior
- Inclusive branding strategies
- Avoiding stereotypes in advertising
- Market segmentation using gender insights
- Building trust and brand loyalty
- Case Study: A campaign that boosted sales through inclusive messaging.

Module 7: Data, Technology, and Gender Inclusion

- Use of big data for gender insights
- Gender-disaggregated analytics
- Digital inclusion strategies
- AI and bias in business systems
- Measuring impact with data tools
- Case Study: A tech company improving products through gender data analysis.

Module 8: ESG, Impact, and Sustainability

- Integrating gender into ESG frameworks
- Gender indicators in impact measurement
- Reporting standards and compliance

- Investor perspectives on gender equity
- Long-term sustainability strategies
- Case Study: A company attracting investment through strong gender ESG metrics.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com