Training Course on Stakeholder Capitalism

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's rapidly evolving global economy, the traditional paradigm of **shareholder primacy** is increasingly giving way to a more **holistic** and **sustainable** approach: **Stakeholder Capitalism**. This transformative business philosophy recognizes that long-term **value creation** and **organizational resilience** depend not solely on maximizing profits for shareholders, but on consciously and ethically serving the interests of all stakeholders including employees, customers, suppliers, communities, and the environment. Training Course on Stakeholder Capitalism provides an essential framework for leaders to **integrate ethics** deeply into their core **business strategy**, fostering **responsible growth** and building **lasting trust** in a world demanding greater **corporate accountability**.

The shift towards **purpose-driven business** and **ESG (Environmental, Social, and Governance) factors** is no longer a niche concern but a fundamental imperative for competitive advantage. Companies that champion **ethical leadership** and demonstrate genuine commitment to **social impact** are better positioned to attract top talent, enhance **brand reputation**, mitigate **operational risks**, and unlock new opportunities for **innovation** and **sustainable profitability**. This program will equip participants with the practical tools and strategic insights to navigate this complex landscape, translating abstract ethical principles into actionable, **value-generating strategies** that resonate with diverse stakeholder groups and contribute to a more **equitable** and **prosperous future**.

Programme Curriculum

Training Course on Stakeholder Capitalism

Introduction

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Course Duration

10 days

Course Objectives

Upon completion of this intensive training, participants will be able to:

1. **Define and differentiate** between **shareholder** and **stakeholder capitalism**, understanding their historical context and modern relevance.
2. **Identify and map** key **stakeholder groups** relevant to their organization, assessing their interests, power, and influence.
3. Develop a robust **ethical framework** for strategic decision-making, integrating **moral principles** into daily operations.
4. Implement **purpose-driven strategies** that align organizational goals with broader **societal value creation**.
5. Master best practices in **stakeholder engagement**, fostering constructive dialogue and building strong relationships.
6. Understand and apply key **ESG metrics** and **reporting standards** for transparent and accountable performance.
7. Analyze the **financial benefits** and **risk mitigation** associated with adopting a stakeholder-centric approach.
8. Develop strategies for **ethical supply chain management** and responsible sourcing.
9. Cultivate **ethical leadership** skills to champion a culture of integrity and accountability within their organization.
10. Explore **sustainable business models** and the principles of the **circular economy** in a stakeholder context.
11. Design and implement internal mechanisms for **ethical governance** and **compliance**.
12. Measure and communicate **social impact** and **environmental performance** effectively to diverse audiences.
13. Drive **organizational change** towards a more ethical and sustainable future, embracing **conscious capitalism**.

Organizational Benefits

- Build trust and foster strong relationships with customers, employees, and communities.
- Proactively identify and mitigate ethical, social, and environmental risks.

- Attract and retain top talent by aligning with employee values and fostering a positive work environment.
- Drive new ideas and solutions by incorporating diverse stakeholder perspectives.
- Unlock long-term value creation and investor appeal through responsible business practices.
- Navigate evolving ESG regulations and avoid costly penalties.
- Adapt more effectively to societal shifts and consumer demands for ethical products and services.
- Attract capital from investors prioritizing social and environmental returns.

Target Audience

- Senior Executives & Board Members.
- Sustainability & CSR Professionals
- Human Resources Leaders.
- Legal & Compliance Officers.
- Investors & Financial Professionals.
- Entrepreneurs & Start-up Founders.
- Public Relations & Communications Managers.
- Consultants & Advisors

Course Outline

Module 1: Foundations of Stakeholder Capitalism

- Defining Stakeholder vs. Shareholder Primacy: Historical context and modern implications.
- The Business Roundtable Statement and its significance.
- Key principles and frameworks of Stakeholder Capitalism.
- The evolution of corporate purpose and the role of profit.
- *Case Study:* Patagonia's mission-driven approach and B Corp certification.

Module 2: Identifying & Mapping Key Stakeholders

- Techniques for comprehensive stakeholder identification.
- Stakeholder mapping matrices: Power/Interest and Influence/Impact.
- Prioritizing stakeholders based on business context and materiality.
- Understanding diverse stakeholder interests and expectations.
- *Case Study:* A pharmaceutical company navigating patient advocacy groups, regulators, and shareholders.

Module 3: Embedding Ethics in Strategic Decision-Making

- Ethical frameworks for business: Utilitarianism, Deontology, Virtue Ethics.
- Integrating ethical considerations into strategic planning processes.
- Developing an organizational code of ethics and conduct.
- Navigating ethical dilemmas and trade-offs.
- *Case Study:* A tech company addressing data privacy concerns and algorithmic bias.

Module 4: Purpose-Driven Business & Value Creation

- Defining and articulating organizational purpose beyond profit.
- Connecting purpose to core business strategy and innovation.
- Measuring and communicating shared value creation.
- The link between purpose, employee engagement, and customer loyalty.

- *Case Study:* TOMS Shoes and their "one for one" model, evolving to a broader impact strategy.

Module 5: Stakeholder Engagement & Communication

- Best practices for effective stakeholder dialogue and consultation.
- Building trust and fostering collaborative relationships.
- Transparent communication strategies and reporting.
- Managing conflicting stakeholder interests and expectations.
- *Case Study:* A mining company engaging with local communities and environmental activists.

Module 6: ESG Metrics & Reporting

- Understanding Environmental, Social, and Governance (ESG) factors.
- Key ESG reporting frameworks (GRI, SASB, TCFD, ISSB).
- Data collection, measurement, and assurance for ESG performance.
- Integrating ESG into financial reporting and investor relations.
- *Case Study:* Unilever's Sustainable Living Plan and its impact on financial performance and brand equity.

Module 7: Ethical Supply Chain Management

- Mapping and assessing ethical risks in the supply chain.
- Implementing responsible sourcing and procurement practices.
- Addressing labor rights, human rights, and environmental standards.
- Due diligence and traceability in complex supply chains.
- *Case Study:* H&M facing scrutiny over labor practices in its garment supply chain and subsequent reforms.

Module 8: Ethical Leadership & Organizational Culture

- The role of leadership in shaping an ethical culture.
- Developing ethical decision-making capabilities in leaders.
- Promoting psychological safety and speak-up culture.
- Incentivizing ethical behavior and accountability mechanisms.
- *Case Study:* Danske Bank's money laundering scandal and the subsequent need for cultural transformation.

Module 9: Sustainable Business Models & Circular Economy

- Principles of sustainable business model innovation.
- Introduction to the circular economy: Design for longevity, reuse, and recycling.
- Strategies for resource efficiency and waste reduction.
- Transitioning from linear to circular business models.
- *Case Study:* Interface Inc.'s journey towards sustainable carpet manufacturing and closed-loop systems.

Module 10: Corporate Governance for Stakeholder Value

- Reimagining board responsibilities in a stakeholder-centric world.
- Integrating stakeholder interests into governance structures.
- The role of independent directors and governance committees.
- Shareholder activism and the evolving role of investors.
- *Case Study:* BlackRock's increasing focus on ESG and its influence on corporate governance.

Module 11: Measuring & Communicating Social Impact

- Methodologies for social impact assessment and measurement.
- Developing key performance indicators (KPIs) for social outcomes.
- Impact reporting and storytelling for diverse audiences.
- Leveraging technology for transparent impact communication.
- *Case Study:* Danone's commitment to becoming a B Corp and measuring its social and environmental impact.

Module 12: Risk Management in the Stakeholder Era

- Identifying and assessing ethical, social, and environmental risks.
- Developing proactive risk mitigation strategies.
- Crisis management and communication in ethical breaches.
- Reputation management and brand resilience.
- *Case Study:* Volkswagen's "Dieselgate" scandal and its long-term reputational and financial consequences.

Module 13: Financing the Stakeholder Economy

- Introduction to impact investing and sustainable finance.
- Green bonds, social bonds, and other impact investment instruments.
- Aligning financial strategy with stakeholder value creation.
- Engaging with ESG-focused investors.
- *Case Study:* Triodos Bank's model as a leading sustainable bank, financing ethical and sustainable initiatives.

Module 14: Legal & Regulatory Landscape of Stakeholder Capitalism

- Emerging regulations and legal frameworks supporting stakeholder governance.
- Corporate purpose statements and legal implications.
- Fiduciary duties in a stakeholder context.
- International standards and agreements impacting responsible business.
- *Case Study:* The B Corporation legal framework and its adoption by companies.

Module 15: Driving Organizational Transformation

- Developing a roadmap for embedding stakeholder capitalism.
- Leading change and fostering buy-in across the organization.
- Building internal capabilities and training programs.
- Continuous improvement and adapting to evolving stakeholder expectations.
- *Case Study:* Microsoft's journey to becoming carbon negative and its broader commitment to societal impact.

Training Methodology

This course employs a dynamic and interactive training methodology designed to foster deep understanding and practical application. It includes:

- **Expert-led Lectures:** Concise presentations of core concepts and frameworks.
- **Interactive Workshops:** Group exercises and discussions to apply learnings.
- **Real-world Case Studies:** In-depth analysis of diverse company examples, facilitating critical thinking and problem-solving.
- **Guest Speakers:** Insights from industry leaders and practitioners in stakeholder capitalism and ESG.

- **Role-Playing Scenarios:** Simulating real-life ethical dilemmas and stakeholder negotiations.
- **Group Projects & Presentations:** Collaborative assignments to develop and present stakeholder-centric strategies.
- **Q&A Sessions:** Opportunities for direct engagement with instructors and peers.
- **Resource Materials:** Comprehensive readings, templates, and frameworks for ongoing reference.

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. Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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