

Management Development Programs

Course Catalog Winter Semester 2010

- Developing a Community Involvement Strategy
- Institute on Corporate Citizenship
- Creating a Comprehensive Corporate Citizenship Strategy
- Leveraging Corporate-Community Partnerships



BOSTON COLLEGE
CARROLL SCHOOL OF MANAGEMENT

Center for Corporate Citizenship

Leading the way to learning

For more than 20 years, the Boston College Center for Corporate Citizenship has offered management and leadership development programs in community involvement and corporate citizenship. To date, more than 6,000 individuals from more than 1,000 corporations around the globe have participated in our open enrollment and on-site programs.

Competency-based curriculum

Our management development programs build the capacity of community involvement and corporate citizenship managers in eight key competency areas:

- Strategy
- Evaluation and measurement
- Issues management
- Relationship building
- Communications
- Program design and execution
- Performance management
- Change management

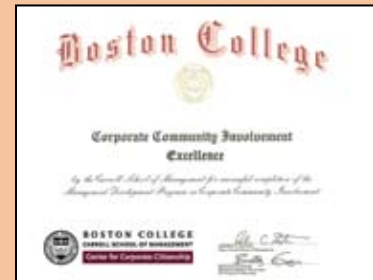
The go-to place for practical help

Our programs are designed to be immediately applicable to the challenges and opportunities facing corporate practitioners. Our faculty have proven track records working within and alongside corporations to advance corporate citizenship.

Certificates from the Boston College

Carroll School of Management

Boston College is the only university in North America that offers certificate programs in community involvement and corporate citizenship. For more information on our courses and certificates, please contact Karen O'Malley at 617-552-1553 or email her at karen.omalley.2@bc.edu



For more information about our certificates visit:
www.BCCorporateCitizenship.org

The Boston College Center for Corporate Citizenship is a membership-based research organization associated with the Carroll School of Management. It is committed to helping business leverage its social, economic and human assets to ensure both its success and a more just and sustainable world.

Developing a Community Involvement Strategy

If strategy is about choice, what community involvement choices will your company make?

Description:

Community involvement is a critical part of every company's approach to corporate citizenship. Governments may issue permits critical to a company's license to operate but it's the community that issues permission. Moreover, you can't run a healthy business in an unhealthy community. But companies can't do everything. And they can't be all things to all people. So where will you focus? And what will you do? This program introduces a step-by-step framework for developing and implementing a strategic community involvement program capable of delivering value to the community and to the company.

Key Takeaways:

- Learn how to establish and maintain relationships of trust with community stakeholders and key audiences
- Learn how to conduct company and community assessments
- Understand how to analyze and prioritize emerging community issues, needs and expectations
- Learn how to design strategic program responses linked to business objectives

Faculty:

Ron Brown, founder and president of Impact Resources, Inc, a firm dedicated to providing a management development, facilitation and consulting services with a primary focus on the development of successful corporate citizenship programs and strategies.

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **January 20-22, 2010;**
Phoenix, AZ
Arizona Biltmore Resort and Spa (\$275 special rate until 12/29/09)

Institute on Corporate Citizenship

Business as usual is not an option! What's a company to do?

Description:

Trust in business is low. Yet expectations of business are rising as government has proved its inability to make progress against critical social issues. This paradox is at the heart of the changing social contract and is an issue all community involvement and corporate citizenship managers need to understand to be successful in their roles. This course examines how leading companies respond to this dynamic using corporate citizenship as a tool to create new value for all stakeholders.

Key Takeaways:

- Learn about the changing role of business in society
- Learn how emerging expectations are creating new risks and opportunities for business generally and your business specifically
- Understand the conceptual simplicity and the operational complexity of corporate citizenship
- Identify the “stage” of corporate citizenship development in your company

Faculty:

Ken Freitas, former vice president, corporate responsibility at Cone and former vice president, marketing and social enterprise at Timberland

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **January 20 - 22, 2010;**
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Creating a Comprehensive Corporate Citizenship Strategy

Everyone says they have a corporate citizenship strategy. But do they? Do you? Really?

Description:

If your company is like most, there is a lot of corporate citizenship activity going on in areas such as supply chain, environmental health and safety, community involvement, ethics and more. But activity isn't the same thing as strategy. In this program you'll learn how to organize and integrate disparate components of corporate citizenship into a cohesive, well-aligned strategy designed to deliver value to the company and to society.

Key Takeaways:

- Learn how to identify and prioritize material issues that will shape your company's approach to corporate citizenship
- Learn how to conduct an inventory of current corporate citizenship activities
- Learn how to organize and align the key elements of a corporate citizenship strategy for your company

Faculty:

Christopher Pinney, director of research and policy at the Center for Corporate Citizenship and chief architect of the Center's Corporate Citizenship Management Framework

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **February 24-26, 2010;**
Atlanta, GA
[JW Marriott Hotel Buckhead Atlanta](#) (\$142.00 special rate until 2/2/10))

Leveraging Corporate-Community Partnerships

So many corporate-community partnerships, so little value.

Why?

Description:

Corporate-community partnerships are an essential part of any company's community involvement efforts. But few partnerships deliver to their full potential for either the company or the community. And many partnerships lack sufficient potential. This course will help you design partnerships with nonprofit organizations, government agencies and citizen groups that create greater value for society and your business. A combination of case studies, group problem-solving exercises, peer coaching and guest speakers will help prepare you to develop and manage high-value partnerships and improve relationships with key stakeholders.

Key Takeaways:

- Learn what to look for in a partner
- Understand what elements are essential for effective, long-term partnerships
- Learn how to reduce miscommunication and other unfortunate events
- Explore how to assess the effectiveness of current partnerships
- Discover what is needed to take existing partnerships to the next level
- Learn how to effectively exit unproductive partnerships

Faculty:

Bea Boccalandro, president of VeraWorks, a global consulting firm helping companies achieve excellence in corporate community involvement

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **February 24-26, 2010;**
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On-Site Customized Programs

Pull your team together and get focused

Save up to 50 percent on time and cost when compared to our open enrollment programs and increase collaboration.

We bring:

- Real tools and techniques
- Third-party credibility from world-class practitioners
- Best practices and case studies
- Process strategies to improve efficiency and collaboration
- Cutting edge research
- Insight into latest trends in community involvement and corporate citizenship

Leverage any of our existing management development programs on site or work with our team to create a fully customized management development program that draws from more than 20 years of experience working with Fortune 1000 companies.

See the catalog listing of existing programs. They span the full complement of core management competencies needed to excel in community involvement and corporate citizenship:

- Strategy
- Measurement and evaluation
- Issues management
- Relationship building
- Communications
- Program design and execution
- Performance management
- Change management

Custom On-Site Management and Leadership Development Programs are designed to accommodate between 5 and 30 participants. For more information call Eileen Blinstrub at 617-552-1467 or email Eileen.Blinstrub@bc.edu.

On-Site Leadership Workshops

The Center has two on-site workshops developed for executive and leadership teams.

Corporate Citizenship Assessment and Action Planning Workshop

A one-day program that: 1) provides insight into current corporate citizenship trends; 2) provides a snapshot of the current state of corporate citizenship management in your company; and 3) identifies key areas and opportunities for forward improvement.

Corporate Citizenship Vision and Strategy Workshop

A two-day program developed as a “jumping in point” for leadership teams who are working to develop a relevant and realistic corporate citizenship vision and strategy for their company.





Fast-Track Certificate

We bring our certificate programs to your company

The Fast Track certificate programs are customized to address your company's unique challenges and opportunities.

FAST-TRACK Certificate in Corporate Community Involvement Excellence

Available as custom training only

One-week on-site certificate program focused on:

- The changing operating environment for business and community involvement
- Measuring value and impact as part of performance management
- Focusing your community involvement strategy for impact
- Communicating the value and importance of community involvement more effectively

FAST-TRACK Certificate in Corporate Citizenship Excellence

Available as custom training only

One-week on-site certificate program focused on:

- The changing role of business in society
- Corporate citizenship trends and practices
- Developing a corporate citizenship strategy
- Operationalizing corporate citizenship
- Measuring and managing corporate citizenship performance

The Fast Track certificate programs and Custom On-Site Management and Leadership Development Programs are designed to accommodate between 5 and 30 participants. For more information call: Eileen at 617-552-1467 or email: Eileen.Blinstrub@bc.edu



“The Center’s management development courses have been instrumental in helping me master the core competencies that I need to excel in my role at The UPS Foundation. The Certificate program has been invaluable to my career development and has provided me with an excellent network of peers who provide me with a constant stream of fresh insight, new

ideas and best practices.”

– Jerald Barnes, Local Grants and Training Manager, UPS Foundation