

You can be sure some competitor —somewhere— is.

- **Where will your marketplace be in 2015?** How do you design and manage systematic change?
- **Are you challenging your basic assumptions?** Do you really know what they are?
- **What are the fundamental needs that your organizations meet?** What other ways exist to satisfy these needs?
- **Who are your competitors?** Who else can meet the needs of your markets – more sustainably than you?
- **Are you learning fast enough in this fast changing environment?** Are you leading from the “middle” of your organization?

Workshop Agenda

Day ONE:

- Opening:** Welcome and Introductions
Session 1: Business Case- Goldman Sachs
(What is your strategic challenge?)
Session 2: Explore- Stakeholder Analysis
(GE's Model)
Session 3: Mental Models and Moral Imagination- Systems Thinking and Strategy
Closing: Homework and Informal Reception

Day TWO:

- Opening:** Day #1 Reflection
Session 4: Larger Picture- Community
(Serving your customers and your communal impact)
Session 5: Creative Visioning- What questions do you need to now ask?
Session 6: Act- How to bring these strategies and execution to your organizations?
Closing: Final Thoughts and Cocktail Party



<http://commerce.depaul.edu/ethics>

In today's challenging global economy, is your organization asking the right questions?

If you aren't...

*Business Ethics
Sustainability Workshop
October 23-24, 2009
Chicago, IL*

An Answer

What are YOUR questions in this volatile economic market? Come to this workshop, and we will challenge you and your team to think more creatively and effectively about your organization's true value added and its fit in a socially fragile and natural resource-constrained 21st Century world.

We will lead a structured inquiry process that will challenge, expand and shift your thinking (“*make you think about how you are thinking*”) around your organization's most critical issues– from a narrow focus on sustainability towards a broader framework for building Integrative Sustainable Management practices.

Who Should Attend

Leaders of all kinds and sizes of organizations who have hands-on responsibility for the long-term viability of their organization and want to make the link to important strategic initiatives. These Workshops are designed to offer executives a way of expanding and shifting their thinking about organization issues from a narrow focus on *sustainability* towards a broader framework for building *sustainable management* practices.

Teaching Method

Active engagement and hands-on learning

Participants will come prepared to work with strategy issues within their OWN organizations. During the workshop, they will engage with others in making, testing and re-framing their business case.*

Integrative Sustainable Management Workshop- October 23-24

This 2 day introductory program will use Integrative Sustainable Management as the framework to challenge current design assumptions driving strategies for creating value-added in the changing economic climate. The purpose of your participation in this workshop is for you to find new and more effective ways to define and address a pressing strategic issue, idea, challenge, opportunity, question or problem that you and your organization face.

NOTE: There are two additional future workshops planned where participants may more specifically plan and operationalize their integrative sustainable management practices. [additional cost]

DEADLINE: OCTOBER 1, 2009

* Everyone will be asked to sign a non-disclosure agreement and competitor companies will not be placed in the same small group .

Faculty

Prof. Ron Nahser,
Managing Director for CORPORANTES, Inc.,
Senior Wicklander Fellow at DePaul
University; Provost Emeritus of Presidio
School of Management

Prof. Patricia Werhane,
Wicklander Chair in Business Ethics and Ex-
ecutive Director of the Institute for Business
and Professional Ethics at DePaul University.

Andy Thomas,
Former Director of Strategy and Innovation
for W.W. Grainger, Inc. and is currently
Chairman of the Youth Technology Corps.

Pricing

Fee per attendee

Includes tuition, materials and meals

\$1,850.00 for profit organizations

\$950.00 for non- profit organizations

Max Attendance: 25

Note: There is a 40% discount for teams of 2 or more who attend the Inaugural October Workshop. (i.e. For-profit- \$1,110 per person; Non-profit- \$570 per person)

**To Apply
Contact Summer Brown
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312-362-8786**