BFC Solutions Limited

" Director's Role in Sustainability Strategy and Marketing"

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BFC Solutions Limited, Consultancy in Sustainability, Renewables, Strategic and Tactical Marketing, Market Research & Feasibility Studies, Carbon Footprint Assessment & Innovative Low Carbon Solutions, SKYPE name **Business Focus Consultancy**

Registered Company Number 5392315

LZC = Low and Zero Carbon Resource Efficient Solutions

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Director's Role in Sustainability Strategy and Marketing

This course provides an introduction to the key ideas and processes for creating and managing the organization's overall sustainability and marketing strategies with a focus on Low and Zero Carbon Resource Efficient solutions (LZC). It considers the main approaches to strategic sustainability direction and marketing within the organisation, and will assist you in your role of leading the strategic process. It also identifies and simplifies the critical elements of the LZC strategic process and facilitates their exploration and practice in terms of compliance & voluntary actions.

Who should attend

Directors and Executives, from all sizes of organisations and industry sectors.

What to expect

Gain a clear understanding of the role of the board in the development and implementation and measurement of an LZC strategy

The opportunity to examine the issues surrounding strategy and marketing with fellow directors in a risk free environment

The opportunity to examine and use a variety of LZC techniques that assist the strategic process

An opportunity to examine how your board formulates implements and monitors its Sustainability and Marketing strategies

An opportunity to discuss and assess Sustainability and Marketing concepts with directors from other organisations before taking them back and applying them within your own business

Provides reference material and real life state of the art examples and post-course e-learning that reinforce the key learning points

Programme Objectives

Participation on this programme will enable you to:

Understand what LZC strategy is and how a board uses it to generate value.

Appreciate the strategic importance of a clear purpose as provided by vision, mission and values, and effective strategic thinking.

Appreciate the techniques and knowledge required to develop a sustainable world class marketing plan in a low carbon economy

Appreciate how and LZC strategy can transform the way an organisation works, reduce carbon footprints and improve business and brand performance

To understand key processes for defining and managing an LZC offer and a sustainable business model, "a profitable business is a sustainable business"

Be equipped with tools to help make an effective situation appraisal and evaluate the relationship between the internal and external environments of the organisation

Understand that good LZC strategic analysis is essential to good strategy formulation and implementation of compliant and voluntary actions

Have an understanding of the means by which strategic LZC options may be generated and evaluated to arrive at the strategy that will deliver the vision.

Understand the role of the Board in implementing strategy and the part played by marketing. Appreciate the importance of operational capability, its sources and the means by which it can be acquired.

Obtain an overview of risk and measurement with respect to LZC strategy implementation, disclosure and independent verification in today's media

1. The Big Picture in Today's Complex World

1.1 Sustainability - What Do We Mean?

1.2 Regulatory Drivers

1.3 Environmental Drivers

1.4 Economic Drivers

1.5 Social Drivers

1.6 Public Domain Disclosure - Compliance vs Voluntary Actions

1.7 Winners & Losers in the Green Knowledge Ecomomy

2. Mission or Purpose Statement

2.1 Role of the Business Unit and Organisation

2.2 Definition of the LZC Market

2.3 Distinctive Competence (unique selling proposition)

2.4 Future Direction

2.5 Value Discipline

2.6 The Defintion and Purpose of LZC Strategic Planning

3. Corporate Objective

3.1 Learning from Evolution

3.2 Corporate Fit and CSR of the Business Unit and Organisation

3.3 Indications of Future Direction - Removing The Fog Factor

3.4 Role of the Board in LZC Strategy and Planning

3.5 Effective metrics for Boards to measure LZC performance

3.5 Key Elements of World Class LZC Marketing & Process

3.6 Barriers to LZC Strategic Marketing Planning

4. LZC Market Audit - Analysis & Segmentation

4.1 The Baseline Carbon Audit - Where are we Now

4.2 Economic Environment (PEST)

4.3 Market Analysis (size & growth description)

4.4 Company Position (goals & objectives)

4.5 Competitive Analysis (major competitors strategic intent)

4.6 Market Size and Growth

4.7 Key Customers by Segment

4.8 Market Map

4.9 Major competitors by Segment

4.10 External forces (Porters five forces)

5. SWOT Analysis & Portfolio Summary BSP Matrix

5.1 Standard Segment SWOT Analysis (xxx segment)

5.2 Critical Success Factors & SWOT Analysis v Competition

5.3 Standard Segment SWOT Analysis (xxx segment)

5.4 Critical Success Factors & SWOT Analysis v Competition

5.5 LZC Portfolio Summary Business Sector Profiling

6. Key Assumptions – relating to portfolio summary

6.1 Internal

6.2 External

6.3 Quality of Information, Corporate Paradigms, Case Studies

7. LZC Marketing Objectives, Strategies, Tactics

7.1 Corporate Case Studies in Action - A Reality Check

7.2 LZC Marketing Objectives – Strategies & Actions, by Segment

7.3 LZC Gap Analysis - Plan, Do, Check Act Excercise (Excel Input)

7.4 LZC Gap Analysis - 3 Year Forward View (Excel Input)

7.5 xxx Segment Market Penetration MP

7.6 xxx Segment Market Extension ME

7.7 xxx Segment New Product Development NPD

7.8 xxx Segment Diversification D

8. Value Proposition Development and Offers

8.1 Creating Value and Sustainable Competitive Advantage

8.2 Offer A

8.3 Offer B

9. Alternative Plans & Contingencies & Stress Testing & Risk

9.1 Peer Review of Who, What & How for various scenario's

9.2 Is this a Sustainable Company?

10. Financial Summary & Effective Performance Monitoring

10.1 Financial, Carbon & Sustainability Reporting

10.2 A Sustainable Business is a Profitable Business

11. Implemenation of the Strategic LZC Marketing Plan

Disclaimer – standard

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