

Dates

October 24 - 30, 2010

Location

Stanford Sierra
Conference Center

Application Deadline

September 13, 2010

Tuition

\$9,200 USD

Price subject to change.

Tuition includes accommodations,
meals, and materials.

Additional funding for applicants
from nonprofit/education/govern-
ment organizations is available on
a limited basis.

BUSINESS STRATEGIES FOR ENVIRONMENTAL SUSTAINABILITY

True innovators set the bar. They redefine the terms of competition and dictate the future of industries. The Stanford Center for Social Innovation offers a pioneering executive program for leaders in business, government, nonprofit, and political action organizations. Drawing from a multi-disciplinary curriculum designed and taught by professors at the Stanford Graduate School of Business, this program delivers innovative approaches to advancing environmental sustainability across organizations.

KEY TAKEAWAYS

- Frameworks to understand how organizations can strike a balance between business and environmental objectives while managing complex stakeholder relationships
- Strategies to gain competitive advantage through environmentally sustainable practices, including product and process innovation and sustainable supply chain management
- Deeper awareness of best practices across industries in the area of environmental sustainability and leadership skills to act as an internal change agent

CONTENT OVERVIEW

Business Strategies for Environmental Sustainability, hosted at the Stanford Sierra Conference Center, offers executives a lakeside retreat where they can explore what it means to turn sustainable business practices into competitive advantage. The program is designed to cover a range of issues on the topic of sustainability that are central to those who are leading sustainability initiatives in their roles as leaders in business, government, public agencies, and environmental advocacy organizations.

WHO SHOULD ATTEND

This unique program is designed for senior executives and officers across a wide array of organizations in the private, public, and nonprofit sectors.

HIGHLIGHTED SESSIONS

Green vs. Greenwashing: Environmental Strategies of Businesses

Many businesses try to balance commercial, environmental, and social objectives but risk being accused of only superficially caring about the environment for PR purposes. In this session, participants look at this challenge using a case study that helps them understand how environmental strategies can be both pragmatic and authentic.

Environmental Sustainability and the Supply Chain

Today's supply chains require a new set of capabilities: agility, adaptability, and alignment. These concepts are tightly coupled with the impact of environmental sustainability. This session will examine how to attain these capabilities and how they can be applied in your supply chain.

High-Profile Activism: Media and Boycotts

An important aspect of business strategy involves managing the "non-market" environment of activists, interest groups, and the media. In this session, participants examine how and why high-profile activism shapes firms, and how firms can manage these pressures effectively.



SAMPLE DAILY SCHEDULE

- 🕒 **Breakfast**
Full breakfast served in lodge dining room
- 🕒 **Morning Session I**
Purity vs. Pragmatism: Strategies Among Environmental Advocacy Organizations
- 🕒 **Morning Session II**
Building a Sustainable Supply Chain
- 🕒 **Morning Session III**
Politics and Economics of Government Regulation
- 🕒 **Lunch**
Buffet lunch with optional patio dining
- 🕒 **Afternoon Session I**
Strategically Setting Industry Standards for Environmental Performance
- 🕒 **Optional Group Activity**
Hike to Angora Lookout for panoramic views of the Sierra Nevada Mountains
- 🕒 **Dinner**
Cocktail reception followed by a served dinner
- 🕒 **Evening**
Study group discussions and networking with participants



“ There are plenty of conferences these days that focus on sustainability and business. But I wasn’t interested in just being part of an audience, listening to people speak. I was looking for a deeper understanding of environmental issues, a forum for honest and open dialogue with my counterparts at other companies and with leaders in the nonprofit and public sectors. I was searching for a platform from which to lead my company toward embracing sustainability as a means to grow our business. Stanford’s program delivered on every level. ”

* GRETA JANZ / VICE PRESIDENT, PREPARED FOODS / FOSTER FARMS

FACULTY DIRECTOR



William P. Barnett is the Thomas M. Siebel Professor of Business Leadership, Strategy, and Organizations; Senior Fellow, Woods Institute for the Environment at Stanford; Director of the Center for Global Business and the Economy; and BP Faculty Fellow in Global Management. His research focuses on competition within and among corporations and how competition affects the founding, growth, performance, survival, and innovativeness of organizations.

OTHER STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY

Erica L. Plambeck

Professor of Operations, Information, and Technology; Senior Fellow (by courtesy) Woods Institute for the Environment at Stanford; Spence Faculty Scholar

Kenneth W. Shotts

Professor of Political Economy; Professor of Political Science (by courtesy), School of Humanities and Sciences

Jesper B. Sørensen

Walter Kenneth Kilpatrick Professor of Organizational Behavior; Professor of Sociology (by courtesy), School of Humanities and Sciences

WHY STANFORD?

The Executive Education programs at the Stanford Graduate School of Business propel individual careers and deliver lasting value to organizations that sponsor participants. From open enrollment offerings to customized learning experiences, we continue to transform today’s executives into tomorrow’s innovative global business leaders.

Over its nearly 80-year history, the Stanford Graduate School of Business has earned a reputation as a global leader in management education. Our faculty, which includes three Nobel laureates, distinguishes itself by focusing on world-class business research and engaging teaching. At the same time, our 30,000+ alumni and former executive program participants lead some of the world’s most prominent and promising organizations, from Global 500 businesses to forward-thinking nonprofit enterprises to pioneering startups. Located in the heart of Silicon Valley, Stanford is a part of a legendary culture of innovation. In the words of a past executive participant, “Stanford is a place of non-stop learning.”



THE STANFORD SIERRA CONFERENCE CENTER

Location

The serene, spectacular natural setting of the Lake Tahoe area makes the Stanford Sierra Conference Center a favorite conference, retreat, and meeting location for educational, scientific, social, and corporate groups. Stanford Sierra’s relaxed atmosphere promotes inspiration and focus on the meeting content as well as valuable networking and idea sharing among meeting attendees. Located at 6,380 feet above sea level on Fallen Leaf Lake in South Lake Tahoe, the conference center is served by the Reno/Tahoe International Airport and is a four-hour drive from San Francisco.

Accommodations

Accommodations are simple yet comfortable with spectacular views of Fallen Leaf Lake and the surrounding Sierra peaks. Spread throughout the Jeffrey pines and incense cedars are clusters of two- and three-bedroom cabins that accommodate guests. Each cabin includes a private bath and deck overlooking the lake.

Meeting Facilities

The main lodge, at the center of the property, offers spacious meeting and dining facilities as well as comfortable common areas. The entire main lodge provides free wireless high-speed Internet access.

