

## PURPOSE AND PROFIT: INTEGRATING SOCIAL IMPACT INTO BUSINESS STRATEGY

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|--------------------|---------------------------|---------------------|------------|
| <b>Start Date:</b> | 04/04/2027                | <b>End Date:</b>    | 08/04/2027 |
| <b>Categories:</b> | Public Relations & Market | <b>Venues:</b>      | Kuwait     |
| <b>Formats:</b>    | In Person                 | <b>Instructors:</b> |            |

### OVERVIEW

This course teaches participants how to incorporate social impact and corporate social responsibility (CSR) into their business model while maintaining profitability. Learn to create meaningful CSR programs, align them with business goals, and market your impact effectively to strengthen brand image and customer loyalty.

### OBJECTIVES

By the end of this course, participants will be able to:

- Understand the strategic importance of CSR in modern business.
- Align CSR initiatives with core business objectives.
- Design and implement impactful and brand-consistent CSR programs.
- Promote CSR efforts to enhance brand perception and customer engagement.
- Evaluate the outcomes of CSR initiatives using relevant metrics.
- Learn from real-world examples of CSR-driven growth and innovation.

### COURSE OUTLINE

1. The Value of CSR in Business 2. Aligning Social Impact with Business Strategy 3. Designing Effective CSR Programs 4. Communicating and Marketing CSR Initiatives 5. Measuring CSR Impact and ROI 6. Case Studies: CSR as a Driver of Change and Growth

### TARGET AUDIENCE

All Supervisory Levels, Business leaders, CSR managers, marketing and communications professionals, sustainability officers, and strategy teams.

### METHODOLOGY

Lectures, real-life case discussions, CSR program design workshops, impact assessment simulations, and strategic alignment exercises.

### CONCLUSION

Participants will be equipped to lead CSR initiatives that not only make a difference but also contribute to sustainable business growth.

## DAILY AGENDA

### Day 1: CSR Foundations & Strategic Alignment

Explore the business case for CSR and learn how to align social impact initiatives with corporate objectives.

### Day 2: Program Design & Marketing

Develop CSR programs that fit your brand and discover strategies to communicate their value to key stakeholders.

### Day 3: Impact Measurement & Success Stories

Learn to measure the effectiveness of CSR initiatives and draw insights from leading examples across industries.

*For more information, please contact us:*

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