Responsible Capitalism
How Stakeholder Theory and Ethics can help Business Leaders create successful and responsible business

3-DAY FOCUSED PROGRAMME
DUBLIN, JUNE 20-23, 2012

A Programme organised by DCU Institute of Ethics in partnership with:

DCU
Ryan Academy
for Entrepreneurship

Business in
Community
Ireland

mhc international ltd
corporate & social research
WHY CHOOSE THIS COURSE?

While trust in business is decreasing, businesses acting responsibly can drive value, mitigate risks and help rebuild corporate reputation:
- 61% of Irish CEOs believe that responsible business strategies give them a competitive advantage (Business in the Community Ireland’s 2011 CEO Survey).

The Responsible Capitalism Executive Programme is aimed at top managers who wish to develop their understanding of how the key ideas (and management tools) of Stakeholder Theory and Business Ethics can add value to their organisation. The 3-day programme will provide a highly interactive environment, enabling participants to engage in unconventional conversations with international thought leaders who will also share their experience in helping organisations to integrate ethics and the stakeholder approach into practice, worldwide. We will challenge some conventional assumptions of the “old story about capitalism”, including its narrow focus on the firm’s purpose (“profit maximization is the only goal”), its simplistic view of human motivation and rationality (“individuals are completely self-interested”), its biased models of leadership (“carrot-and-stick”) and its poor understanding of stakeholder relationships (“only shareholders count”).

Business at its best is the most effective system of social cooperation ever invented. To this aim we need business leaders who are able to think and do business differently: creating value for stakeholders is what, ultimately, delivers value to shareholders.

WHO SHOULD ATTEND

- CEOs/CFOs
- Board Members
- Managing Directors
- CSR Directors
- Sustainability Directors
- Ethics & Compliance Officers
- HR Directors
- Public Affairs Directors
- Stakeholder Relations Directors
- Community Relations Directors
- Governance & Risk Management Directors
- Communications Directors
- Professionals in the CSR/sustainability field
- Executives in non profit or public institutions

KEY BUSINESS BENEFITS

- Gaining a better understanding of your organisation’s purpose by rethinking traditional business models
- Developing ethical leadership skills
- Envisioning ways to build responsible businesses that can drive value and create competitive advantages
- Understanding the joint interests of stakeholders
- Mapping stakeholders in your value creation process
- Learning how to put into practice “no trade off” thinking
- Identifying specific organisational change that will help your company to be recognised as a leader in responsible capitalism
- Acquiring the critical know-how to develop or improve business ethics tools (e.g. codes of ethics; ethical training; CSR standards)

FACULTY

R. Edward FREEMAN, University Professor, University of Virginia; Elis and Signe Olsson Professor of Business Administration; Academic Director, Business Roundtable Institute for Corporate Ethics, Darden School of Business, University of Virginia, USA. Often cited as “the father of Stakeholder Theory”, Professor Freeman is the author of the award-winning book Strategic Management: A Stakeholder Approach. In 2010 the Society for Business Ethics gave its “Outstanding Contributions to Scholarship Award” to Freeman, noting that there were more than 12,000 citations to his work on stakeholder theory.

Michael HOPKINS, Founder and Director, CSR Advanced Certificate, University of Geneva; CEO, MHC International Ltd (London, Geneva, Washington DC). Professor Hopkins is a global CSR thinker and strategist; Advisor of the World Bank, ILO and key UN agencies.

Lorenzo SACCONI, Unicredit Chair in Economic Ethics and Corporate Social Responsibility, University of Trento; Director, EconomEtica, Milan, Italy Professor Sacconi is a leading thinker in business ethics and rational choice theory and developed CSR as a model of ‘extended Corporate Governance’.

Simone DE COLLE, Lecturer in Business Ethics, Dublin City University; Co-founder, Q-RES Project; PhD in Management and Business Ethics, University of Virginia. Dr. de Colle is a co-author of Stakeholder Theory: The State of the Art (2010) and worked as Business Ethics consultant at KPMG.