

Jacqueline Scheidsbach, Marit Schouten & Emiel Gieles

Executive Director Impact Researcher Impact Researcher

Executive Director, Impact Researcher, Impact Researcher

Impact Centre Erasmus

Erasmus University Rotterdam

Erasmus University Rotterdam, the Netherlands









Executive Program
Conscious Business Education
BOOTCAMP

• Why?

• What?

• How?

• First experiences!





- World and economy though tremendous changes
- No stakeholder alone can solve these wicked issues
- We need system change
- ... & behavioral change
- Sustainability and social issues need to be in the core of the business
- Employees and customers demanding
- Increasing regulations and guidelines



It's not enough to just include Conscious Business into curricula worldwide. We <u>also</u> need to invest in current business owners and managers to help them adapt.



From traditional capitalism to conscious business

"There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud." – Milton Friedman



"The purpose of business is not to create profit. The purpose of business is to create profitable solutions to the problems of people and planet. Not to profit by creating problems for people and planet." – Colin Mayer, CBE







What is the purpose of businesses?

"Profit for a company is like oxygen for a person. If you don't have enough of it, you're out of the game. But if you think your life is about breathing, you're really missing something." –

Peter Drucker

1954





- Survey | SME's: what do you want and need?
 - Netherlands
 - Germany
 - Spain
- Outline Bootcamp: describe + apply
 - A crash course: intensive | 2 days
 - No prep participants
 - Lectures: knowledge- based combined with inspiration + discussions and exercises
 - Intake potential participants





- Impact Centre Erasmus >20 years of experience with teaching professionals about sustainability-related issues
- Selected ~9 of the 20 courses of this program for EP
- Together with teachers from those courses, reworked the material to be suitable for professionals
- Included examples and local speakers
- Target group: C-level managers/ owners from SME's





Build the program around The Conscious Business Model



Old & New Economic Thinking

1st tenet: Purpose

2nd tenet: Culture & Management

3rd tenet: Leadership

4th tenet: Stakeholder inclusion

Transformation

Context

Self-application



First Experience!











- November 22nd & 23rd, 2023
- Port of Rotterdam
- Participants on C-suite level
- Selected group & intimate setting
- Emphasis on combining knowledge with discussions and exercises



Core elements

DAY 1

Part 1
Old & New Economic
Thinking

Part 2
Conscious Business in
One Day | the model

Part 3
Transformation & business models

Part 4
Purpose

Part 5
Conscious Culture &
Management

Part 6
Horizon Story Pitch
Exercise

Part 6
Peer review Exercise

Part 7
Conscious Leadership

Part 9
Stakeholder inclusion
& mapping







- With participants of November 2023 The Netherlands:
 - End of day two: by evaluation form
 - Afterwards per participant by individual Teams evaluation meetings
- With the lectors
- With PIMEC

N.B. The program was developed for two consecutive days and evaluated as such



Course Evaluation

Outcomes

- High appreciation for the set-up, content & lecturers
- Interactive discussions and exercises seen as very valuable
- The programming on the first day was too intense, so part 3 is now more logically on day 2
- Send whitepaper before as preparation for the Horizon Story Pitch
- Preferred to send literature and other sources afterwards

Options

- The course is designed to be given in 2 days with an overnight stay. However, educators can also split the content over a different timeframe.
- Participant leave the two-day Bootcamp with a homework exercise. They can send in their assignment for review and/or feedback.





Core elements advised

Part 1
Old & New Economic
Thinking

Part 2
Conscious Business in
One Day | the model

Part 3
Purpose

Part 4
Conscious Culture &
Management

Part 5 **Horizon Story Pitch Exercise**

Part 6
Peer review Exercise

Part 7
Conscious Leadership

Part 8

Transformation & business models

Part 9
Stakeholder inclusion
& mapping

"Surprisingly disconcerting."



" The broad program has given us a better understanding of how to further build "to do good" in our organization beyond the mandatory things like CSRD. The importance of engaging the entire organization and how to do this was particularly appealing. It was made very clear that it is now up to companies to make a difference in creating a more sustainable and fair world. We are happy to pick up the bat, and take a few swings. "

"Very inspiring. The topic is quite new to me. Lots to think about! I would definitely recommend the Executive Programme Conscious Business Bootcamp to other directors, entrepreneurs and C-level executives!"

"The Executive Programme Conscious Business contains a lot of interesting information and it puts various topics in a broader context, such as legislative developments. The presentations were valuable as were the discussions with peers from different industries. "

"Lovely the enthusiasm of the speakers/organizers, the love of depth that speaks from their contributions really adds to one's own enthusiasm to get on with the job. Strong presentations and good interaction with speakers and the group of 'peers'."



What will be made available?

- Syllabus
- The outline of the program
- Teaching instructions and notes
- Experiences from teaching the program in Rotterdam and Barcelona (this spring)
- Whitepaper of contents (expected in June in Lisbon!)



Questions?

Feedback Welcome

