



Arabian Institute For Training

---

# Sustainable Development Goals (SDGs) for Business

## INTRODUCTION

- Today's business environment is characterized by an unparalleled, fast-tracking and complex combination of risks and prospects. Your marketplace can be disrupted in a short time by innumerable factors, be it a new technology or a sudden lack of natural resources or a pandemic. Competition and new opportunities are evolving rapidly due to trends such as population growth, resource scarcity or global health risks. Stakeholders are better informed than ever before, and they want businesses to take responsibility for the pressure our planet and its population are under.
- The SDGs for Business training course provides participants with an understanding of how business leaders can stay ahead of the curve. It is not sufficient for companies to worry themselves only with short-term profits because natural disasters, social unrest or economic disparity can destroy any long-term prosperity. The businesses that understand this challenge and acts will be a step ahead.

## OBJECTIVES

By the end of this training course, participants will learn to:

- Develop a perception of the business issues
- Make sense out of complexity and an uncertain future
- Identify the implications of a choice for all the affected parties
- Decisive in profits, people, and planet issues
- Flexibility for further advancement in the future

## TRAINING METHODOLOGY

- Participants to this training course will receive a thorough training on the subjects covered by the outline with the Tutor Utilising a variety of proven adult learning teaching and facilitation techniques. Seminar methodology includes business case studies from various industries, video, group exercises, peer feedback group discussion and practical demonstrations.

---

## **ORGANISATIONAL IMPACT**

Organisation of the participants will benefit as the following:

- Formal policies that accelerate SDG implementation
- Senior members of staff have the oversight, authority, and the responsibility
- Build internal capacity to deliver meaningful change
- Prepare an agenda to established standards and centralise business mission
- This set of real objectives with fixed timeframes will ensure investment and shareholder confidence in the future

## **PERSONAL IMPACT**

The participant of this training course will have the following benefits:

- Employees will gain reassurance and confidence
- Build trust and loyalty for their organisation
- Improved relationships and engagement
- Generate higher productivity
- Increase employee retention
- Ensure sustainable future

## **WHO SHOULD ATTEND?**

- Managers
- Department Heads
- Heads of Divisions
- Strategists
- Senior Leaders and Directors

## **Course Outline**

Impact on your Company

- Overview of SDG policy
  - Identify where and how the 17 SDGs impact
  - Risk Analysis
  - Establish Project Planning
  - Formulate main areas of project
  - Set goals, measures, and timeline
-

---

## The Board Must Decide

- Five-Step Strategy Model
- The Strategy Diamond
- The Business Model Canvass
- The Balanced Scorecard

## Work with your Shareholders

- Conduct a stakeholder analysis
- Identify your stakeholders
- Prioritize your stakeholders
- Understand their needs and concerns
- Establish joint goals and strategies
- Communicate regularly on progress

## Engage your Employees

- Why most employees are not engaged by their work?
- The 15-year plan, and its effect on motivation
- Engage your team to gain better results
- Engaging an audience though presentations
- Recognition and rewards
- How to create a positive working environment?

## Commitment to the Public

- Create public liaison officer
  - Establish and hold meetings
  - Running successful public meetings
  - Update and publish progress
  - Include press and industry specialists
  - Action Planning
-



Arabian Institute For Training