

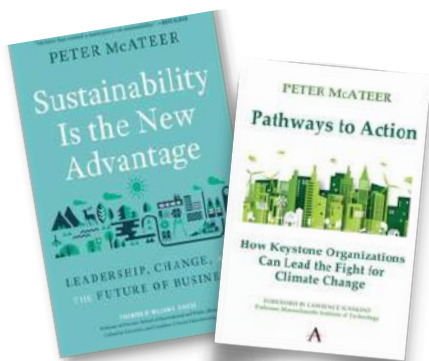
# SUSTAINABILITY ORIENTED INNOVATION MASTERCLASS

ESG Skills For Accelerating Change & Improving Business Outcomes



SINGAPORE: 11 & 12 MAY 2023

*"One of The Most Influential Voices in Sustainability"*

## PETER MCATEER



Facilitated by Peter McAteer. Thought Leader & Author of:

-  **Sustainability Is the New Advantage:** Leadership, Change and the Future of Business (Anthem Press, 2019)
-  **Pathways to Action:** How Keystone Organizations Can Lead the Fight for Climate Change (Anthem Press, 2022)

Media Appearances & Works :

**REUTERS**   
Reuters Business Insight

 **COLUMBIA | SIPA**  
School of International and Public Affairs

**BFM**  **89.9**  
The Business Station

Breakfast Grille Podcast, 16 Dec 2022  
Sustainability The Key To Long Term Survival?

### *Hear from Participants Who Have Attended Peter's Sessions!*

"Speakers throughout the three days have been very knowledgeable and have given very insightful perspectives from varying industries. The workshop especially has been very impactful and has inspired me to share a lot of my learnings with my colleagues and loved ones".

- **Maryam Zainol, Sustainability Communications Officer, Petronas**

"The workshop was an eye opening experience"

- **Hajjar Al Hasnah, Assistant Manager Sustainability, Gamuda Berhad**

"The event was an eye opener. The main strength of the event was the subject matter experts especially Peter"

- **Sere Mohammad, GM Corporate Governance, Risk Management & Integrity, Media Prima**

"The workshop session was the main strength of the event"

- **Liyana Yahya, Principal Researcher, TNB Research**

"Thoroughly enjoyed Peter's session, very informative and makes me think hard about the changes I can make in my organisation."

- **Goh Seok Mei, Business Applications Specialist, Microsoft**



# Meet Our Facilitator

## Peter McAteer

PETER MCATEER is the Managing Director of SustainLearning LLC. He currently serves as an advisor for strategy, innovation, and sustainability at several organisations. Peter's prior work includes a variety of executive, consulting and teaching roles including serving as a member of the Executive Committee for Harvard Business School Publishing (HBSP), Managing Director for Harvard Business School Publishing's Corporate Learning business and Chief Learning Officer for the United Nations Development Program (UNDP). At UNDP, he supported the training, development and knowledge management activities of the UNDP sustainable energy and environmental portfolio and the global implementation of the Millennium Development Goals (MDGs).

Peter is responsible for HBSP's award winning series of learning products including Harvard ManageMentor™ and HBSP's first distance learning Executive Education program, Leadership Direct™. He designed the UNDP's innovative Virtual Development Academy™ and served on the Board of Governors and Expert Technical Panel for the United Nations System Staff College. He has over 35 years' experience on the ground in more than 40 countries.

Peter's most recent publications include "With Sustainability Comes Change," Talent Development Magazine (August 2019), Sustainability is the New Advantage: Leadership, Change and the Future of Business (Anthem Press 2019, updated 2021) and Pathways to Action: How Keystone Organizations Can Lead the Fight for Climate Change, 2022 by Anthem Press.

## Book Reviews



"McAteer has created a Masterpiece on Sustainability"

**Dave Ulrich – Professor, University of Michigan, business leader and author.**

"The book is really good. It's interesting. It's practical. His comments about smaller businesses are spot on. Well done!"

**Thomas A. Stewart, former Managing Editor, Harvard Business Review**

"Peter McAteer has written an extraordinary book. Every business school should be teaching at least one course based on this book."

**Prof. Lawrence Susskind, Prof. of Urban & Environmental Planning in MIT, Co-founder of the Program on Negotiation at Harvard Law School**

"The hard part is taking good intentions and making them actionable. Peter's ideas about Pathways to Action make a lot of sense."

**Victoria Tan, Executive Director for Group Risk Management and Sustainability, Ayala Corp.**

"Peter McAteer is the world's expert in applying the principles of sustainability in the real world for the benefit of our planet and more profitable businesses. Pathways to Action provides strategies to accelerate sustainability and provides four specific pathways to accomplish that goal with practical examples of how to do it. The book also details how leadership is key to success. It is an essential read for leaders in all three sectors

**William B. Eimicke, Professor of Management Practice, Columbia University School of International and Public Affairs**

## Partial Client List

- Federal Express
- Amadeus
- Astra-Zeneca
- Johnson and Johnson
- Eversheds
- Gillette
- Sperry Top-Sider
- Unilever
- British Telecom
- Duty Free Shopping (DFS)
- CARE
- The Red Cross
- UBS/Warburg
- Anglian Water
- Noble Group
- East West Seed
- The Russian Railroad
- Microsoft
- UNDP
- UNSSC
- UNCDF and UN Volunteers
- Reuters
- Statoil
- One2One
- Linklaters and Alliance
- Lockheed
- Martin
- Virgin Atlantic
- Chevron
- Realty One
- Charter Communications
- Fidelity Investments
- Bank of Montreal
- Bank of Detroit
- First Chicago and Harris Bank
- South China Morning Post
- Bank of the West
- AT&T
- Household Credit
- Chase
- Multi-one
- Omega
- Stride Rite
- Keds Corp
- New England Telephone
- NYNEX
- Bell Atlantic
- John Hancock Insurance
- Polaroid Corporation
- John Hancock Insurance
- Mahindra & Mahindra
- AMRACE
- Bank of the Philippine Islands
- WiPro
- Galaxy Entertainment
- Sime Darby Plantation
- Walgreens
- Abu Dhabi Public Health Centre
- OCBC Al-Amin Bank Berhad
- Standard Chartered Bank
- Edotco Group
- Gamuda Berhad
- PayNet Malaysia
- Shangri-la Rasa Sayang
- Sime Darby Property
- Tenaga Nasional Berhad
- IOI Corporation Berhad
- Berjaya Corporation Berhad
- Ranhill Utilities Berhad
- UMW Corporation
- Petronas Chemical Groups Berhad
- Tata Group



## WHAT PROBLEMS ARE WE TRYING TO SOLVE?

This module explores the evolution of the concept of sustainability over 4 decades from early definitions of the MDGs and the SDGs. This module establishes the tone for the workshop programme by using short case reviews and team exercises based first on global sustainability issues followed by regional and local issues.

- What is the nature of the problem?
- Who is accountable?
- Are these business issues?
- What are key concepts and definitions?
- What does the science say?

**Activity:** Case team summaries and debrief.

## KNOWLEDGE MATURITY & HOW IT AFFECTS INNOVATION OPPORTUNITIES

### Innovation is about understanding and exploiting market opportunities

- Is there a difference between market opportunities in mature markets and those during turbulent times?
- Exploring models of knowledge maturity and how an evolving knowledge domain changes our approach to innovation.
- Applying frameworks to understand what, how and when you innovate.

### Group Discussion

#### What do we know about Innovation?

- An exploration of key models of innovation.
- How have these models evolved and do the market conditions that led to the creation tell us about how we innovate today?
- How innovation models are tied to business strategies.
- Determining whether design and how the organisation is managed help or hinder innovation practices?

## SOCIAL INNOVATION VS BUSINESS INNOVATION

This module is an extension from the morning session which will be covered in detail throughout the afternoon with more depth and breath in discussions combined with more group exercises as well as additional exploration of the key models of innovation.

- What was the genesis of each model?
- What can we learn from market adjacencies?
- How do you design a "Heat Map" and why is it valuable?
- Why are new tools like social network analysis, social impact networks, social capital mapping and innovation ecosystem mapping so important?

### Understanding Social Innovation and Business Innovation

- Is social innovation and business innovation the same?
- The Six Principles of Sustainability Oriented Innovation.
- Who can execute on the different types of innovation?
- How does each model unlock value?
- How does an organisation balance the challenge in driving out variability and introducing variability?
- How do organisations anchor innovation principles in their business culture?

## CAN WE HAVE PROSPERITY WITHOUT GROWTH

The world continues to grow in population and economic value. Is there a conflict between society's desire to promote economic well-being and its efforts to manage ecosystem services or sustainably manage ecological resources?

- What are the models that seek to decouple growth from prosperity and can they work?
- If a conflict exists - can it be managed or do we need new economic models?

### Group Activity

### Case exercises and debriefing

### Lessons Learnt

- What have we learnt about Sustainability Oriented Innovation that builds towards organisations making positive progress forward?
- Issues that will be highlighted and discussed for Day 2.

## WHY YOU SHOULD ATTEND

Learn valuable ESG skills for accelerating change and improving business outcomes. A practical 2-day workshop that focuses on the key skills needed to scale sustainable innovations and to accelerate sustainable business transformation.

The teaching modules are based on custom research and fieldwork of Peter McAteer and published works. It will feature plenty of action learning and discussion with active involvement from participants.

## PROGRAMME UNIQUE FEATURE

- Participants are required to complete a pre-assessment questionnaire that will influence the decisions about content, pacing, materials, grouping, and specific learning activities.
- The sessions will be further complemented with surveys, exercises, real time data across multiple industries and peer-to-peer assessments. These will enable effective learning outcomes as well trigger the ability to look at different perspectives.



### THE PURPOSE-DRIVEN ORGANISATION

Day 2 will review the key concepts from Day 1 which will include an overview of the data from the survey conducted in Day 1.

- What does Purpose-driven organisation mean? How does that term affect on how we organise and manage our business.
- What impact does that have on levers of control?

#### Group Discussion

### WHAT ARE THE OPPORTUNITIES

- Where are the global opportunities for innovation in the Sustainable Development Goals (SDGs)?
- Are the SDGs the right framework for innovation?
- Where do you look to follow patterns of global innovation?
- Why do changes in accountability affect how you innovate?

#### Group Exercise: Exploring key market opportunities.

### HOW DO WE TAP THE POWER OF UNREASONABLE PEOPLE

- How can individuals drive enterprise integration, market transformation, and changes in systemic business strategy?
- An exercise on simple rules - how do they change the way we think about business?

#### Group Discussion

### HOW DO BIASES & MENTAL MODELS INFLUENCE INNOVATION

- The importance of understanding biases.
- The importance of diversity in unlocking new ideas.

#### Summary

- Walk through of all content.
- How can these tools be used to create more successful and sustainable organisations?

### PROGRAMME SCHEDULE

0845	Registration & Light Refreshment
0900	Workshop Commences
1015	Morning Break
1230	Lunch & Networking
1500	Afternoon Break
1700	End of Day

### KEY LEARNING POINTS

This two-day programme connects innovation strategies of enduring value to newer challenges of sustainable business transformation and breakthrough ideas linked to newer sustainable business models.

- Enhance your understanding of the history of sustainability and climate change.
- Explore new business opportunities that are part of international and regional sustainability challenges.
- Deepen your understanding of innovation strategies of enduring value.
- Understand the core principles of sustainability-oriented innovation and how they can accelerate improvements in sustainable business outcomes.
- Learn the four phases of sustainable transformation that you can adapt to your organisation's innovation strategy.
- Explore new business models and how each one can unlock innovation potential.
- Discover a model for aligning innovation outcomes with organisational design so you can unlock the power of organisational innovation.
- Learn how individual sustainability champions can have a bigger impact and the power that unreasonable people can bring to your organisation.
- Expand your perspectives by learning from professional peers.

### WHO SHOULD ATTEND

Individuals, key contributors, and leaders who want to understand the key principles of innovation and how they can be applied to sustainable business transformation.

#### Key target audiences include:

- ESG & Sustainability
- Corporate Strategy
- Governance, Risk & Compliance
- Public Affairs & Communications
- People & Culture
- Investor Relations
- Climate & Quality Assurance
- Economics & Market Analysis

**Sustainability Oriented Innovation**  
**ESG Skills for Accelerating Change And Improving Business Outcomes**



11 & 12 May 2023 : Singapore

Registration Inquiries: ☎ : +603 2282 1688    📞 : +6011 1633 1600    ✉ : boon@kexxel.com

## REGISTRATION FORM

Early Bird Fee <small>Register Before 10th Mar 23</small>	Special Discount Rate <small>Register Before 6th April 23</small>	Normal Rate <small>Register After 6th April 23</small>
<input type="checkbox"/> USD1,995	<input type="checkbox"/> USD2,095	<input type="checkbox"/> USD2,195
<input type="checkbox"/> 3 + 2 Package (Buy 3, get 2 seats FREE!)		

\*Fee quoted does not include GST / VAT or withholding tax (if applicable).

### \*Get 2 FREE seats if you send 3 pax! (3+2 Package)

**Company Name:** \_\_\_\_\_

**Delegate 1**

Name : .....

Job Title : .....

Email : .....

Mobile : .....

Direct Line : .....

**Delegate 2**

Name : .....

Job Title : .....

Email : .....

Mobile : .....

Direct Line : .....

**Delegate 3**

Name : .....

Job Title : .....

Email : .....

Mobile : .....

Direct Line : .....

**FREE Seats for 3+2 Package**

**\*Delegate 4**

Name : .....

Job Title : .....

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Direct Line : .....

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**Authorisation (Mandatory)**

Name : .....

Job Title : .....

Email : .....

Signature : .....

Date : .....

**\*Signatory must be authorised to sign on behalf of contracting organisation. This booking is invalid without a signature.**

**TERMS AND CONDITIONS**

PRIVACY  
 Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

TERMS & CONDITIONS  
 Following completion and return of registration form, full payment is required within 5 (five) working days. Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendees. Due to limited of event space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Fees is inclusive of program materials and refreshments.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge provided you inform us AT LEAST 3 days before the course else you will be issued with a 50% Discount Training Voucher which entitles you (or a nominated colleague) to attend a public course arranged by Kexxel Group within the next 12 months.

Cancellation: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organiser to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

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