

# Strategic!™



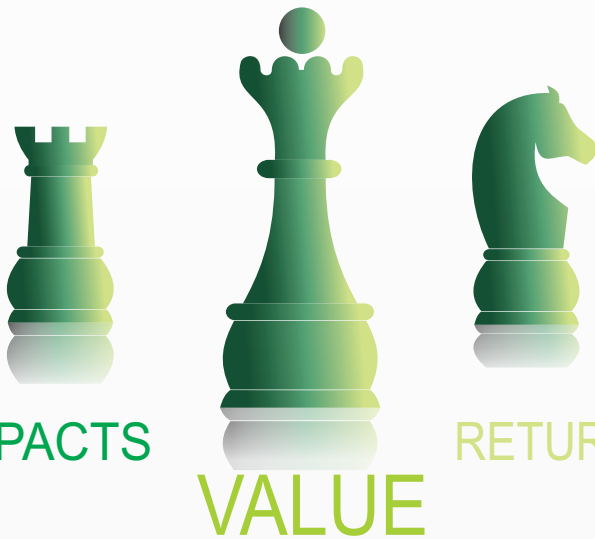
## » CSR Management & Project Design

**Strategic!** is a cost effective workshop designed to provide Executives and Managers with the most advanced and proven best practice CSR strategies that maximize returns, corporate value enhancement and impacts on CSR investments.

**Strategic! CSR** begins with an assessment of your company's CSR investment, returns, corporate value enhancement and impacts. From there, participants complete a series of intense and dynamic exercises resulting in a conceptual CSR strategy, ready for full development.

### ➔ Strategic! Benefits

- Develops CSR strategic plans
- Enhances CSR strategic impacts
- Provides international best practice CSR training
- Offers practical case study-based training for real and immediate day to day operational impact
- Cost effective



IMPACTS

VALUE

RETURNS

Led by Marc de Sousa-Shields, a noted international expert in CSR and social investment. Strategic! helps participants craft CSR strategies designed to maximize profit, corporate value, and impacts. Our workshop is tailored to small groups with participants from one or several companies.

Marc can bring Strategic! to your company in a one or two day seminar. He is also available for keynote speeches at your company events. Marc's engaging, dynamic and lively approach inspires action through rigorous evidence and experiential stories that demonstrate the business case and the need for a more strategic, embedded, and better CSR strategy.

*The content of the seminar was very intense and vital, and at the same time the structure of the seminar allowed the participants to absorb all the concepts easily and thoroughly. I personally have already started using some practical tools and skills that were delivered by the facilitator. Overall, my expectations of the seminar were not only met but exceeded which left me with a deep sense of satisfaction. I think that it was worth the money and time spent, and allowed me to rethink the topic of CSR and start implementing the new concepts learnt at the seminar in practice.*

Samira Sharifova  
Director of Strategic Development and Marketing  
Kapital Bank, Baku, Azerbaijan

### STRATEGIC! PACKAGES

PACKAGE	DETAILS	FEE*	MAXIMUM PARTICIPATION
Strategic! Lite	1 day	US \$4,500	20 Persons
Strategic! Standard	2 days	US \$6,000	20 Persons
Strategic! Industry**	2 days	US \$7,500	20 Persons
Strategic! Associations**	2 days	US \$7,500	20 Persons
Keynote Speech and Meetings	1 day	US \$5,000	None

\* Does not include travel, venue or other expenses.

\*\* Members from the same association or from the same industry segment will receive tools to drive their strategy in their specific markets.



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YEARS COUNTRIES COMPANIES AND ORGANIZATIONS  
**2,000,000**  
BENEFICIARIES



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