One Planet Leaders
Putting sustainability at the heart of business
why
The world has changed.
So must business.

Competing in a new world –
Sustainable business is no longer an ideal. It’s real. Consumers expect it, governments legislate it and the economy needs it. And it’s here to stay – the young people of our planet (those under 25 years of age, 43% of the world’s population) – have embraced sustainability as one of their main social causes.

Business needs to find new ways of increasing consumer value while providing overall benefits to society. It means reexamining – and if need be transforming business models under the lens of sustainability – to better compete in the present and future global arena and build a sustainable future.

Making a difference as a leader –
Sustainability provides business leaders with an important opportunity to develop a long-term business model that is profitable while making a contribution to build a better society. To respond to this call, we need to both develop ourselves as leaders and be equipped with the latest tools and techniques.

what
When you transform the way business works, you begin to transform the world around you.
Short-term economic success is no longer the main criteria to lead an organization. Today we need to be mindful of the impact of our choices and actions on the natural and social environment and learn how to confront sustainability dilemmas. Frequently, improving performance in one dimension means decreasing performance in the other, and trade-offs are more common than not. Business success in today’s marketplace is measured by a leader’s capability to produce economic results and positively respond to social and environmental demands from all business stakeholders.

One Planet Leaders (OPL) addresses the critical issues of business sustainability and will empower you and your organization to integrate sustainability at the heart of your business strategy – to drive value creation and benefit the planet.

On the program, we will explore the following dimensions of sustainability and selected topics such as:

Business strategy and sustainability
» Sustainability as a trigger for business innovation
» Making sustainability a key element of a company’s business strategy and identifying where to focus your efforts
» Introducing sustainability tools and techniques to create value in the supply chain

The social dimension of sustainability
» Poverty alleviation
» Engaging business and sustainability stakeholders
» The ethics of sustainability: the real meaning of the firm’s and the leader’s social responsibility
Personal leadership and sustainability
» Becoming the agent of change in your organization
» Embedding a culture of sustainability throughout the organization
» Addressing sustainability business dilemmas

The ecological dimension
» The ecosystems approach to sustainability
» The role of biodiversity in productivity
» Resource scarcity

Finance and sustainability
» Sustainability and financial performance
» Providing value for shareholders over the long-term
» The role of investment and capital markets

who

Behind every business are people. People with the power and desire to make great things happen.
One Planet Leaders is a talent development initiative targeted at leaders committed to discovering new ways for increasing their performance and delivering exceptional results. These leaders include business executives who have strategic responsibilities in their organizations, senior executives and leaders from the public sector and non profit organizations with the influence and ambition to make a sustainable and lasting contribution to their organizations and society.

The program is also appropriate for investors seeking a deeper and more relevant understanding of how companies are incorporating sustainability into their strategies and operations and using integrated reporting to track their performance.

how

Thought leadership – You will learn through cutting-edge and practical research material from IMD Faculty and the IMD Global Center for Sustainability Leadership, from experts at WWF and leading businesses – and from your peers, a diverse and experienced group of executives representing a wide range of nationalities, functional backgrounds and industry experience.

Relevant to your business – The program is structured to help you place sustainability efforts in the context of your business objectives, formulate and execute sustainable strategies, and carry out successful integrated reporting efforts.

Program Co-Director
Carla de Beauchamp Colenette
British Manager, Business Education and Innovation, WWF International MA Lancaster Management School

Program Co-Director
Francisco Szekely
Hungarian | Mexican Sandoz Family Foundation Professor of Global Leadership and Sustainability, IMD Global Center for Sustainability Leadership Director PhD Washington University

Visit www.imd.org/opl for the full list of Faculty teaching on the program.

“One Planet Leaders is the perfect combination of theory, practice and inspiration. This is the best course I’ve taken in years. It really changed who I am and how I can lead positive changes for my business and the world we live in. You finish the program energized and ready for action.”

Raphael Hitzke | Senior Product Marketing Engineer | Intel Corporation | USA
**where**

On the shores of Lake Geneva in Lausanne, Switzerland, 40 minutes by road or rail from Geneva International Airport.

**when**

Duration: 4 days

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<tr>
<th>OPL 1</th>
<th>June 17–21</th>
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<td>OPL 2</td>
<td>November 18–22</td>
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<tr>
<th>OPL 1</th>
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<td>OPL 2</td>
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Fee 2013: CHF 9,500* for the first participant. CHF 8,000* for each additional participant from the same organization, for IMD and OPL alumni, for WWF partner companies and for CSL member companies

*IMD reserves the right to modify the program dates and fee at any time.

**About WWF**

WWF is one of the world’s largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

[www.panda.org](http://www.panda.org)

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The IMD Global Center for Sustainability Leadership runs thought-leadership learning events and carries out empirical research, case studies and company-specific projects to mainstream corporate sustainability strategies.

[www.imd.org/csl](http://www.imd.org/csl)
One Planet Leaders (OPL) helps companies integrate sustainability across their business in order to drive value creation and benefit the planet:

» Develop a clear understanding of which sustainability issues are relevant and a priority for your business
» Establish and implement more sustainable business models
» Improve your ability to successfully lead change
» Acquire sustainability concepts and methodologies to create and measure sustainable performance

“One Planet Leaders brings sustainability-minded leaders from various industries together to reflect on where we want to go and how to get there – simply inspirational!”

Bruno Fux | Manager Global Projects | Holcim | Switzerland
The IMD Difference

IMD is a top-ranked business school.
We are the experts in developing global leaders through high-impact executive education.

Why IMD?
» We are 100% focused on real-world executive development
» We offer Swiss excellence with a global perspective
» We have a flexible, customized and effective approach

www.imd.org

Applications
Application and tentative reservation forms can be found online at: www.imd.org/opl.

Further information
For more details (including videos featuring the program), visit www.imd.org/opl or contact a Program Advisor at +41 21 618 07 00.

Alumni benefits
As a former participant in an IMD program, you gain membership to our Alumni Network, with more than 75,000 members worldwide, and have access to a number of alumni benefits. Find out more at: www.imd.org/networks/alumni.

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IMD is ranked first in executive education outside the US (Financial Times 2008–2012) and first in open programs worldwide (Financial Times 2012).