



Sustainable Business Strategy

Sustainable Business Strategy will teach your employees how businesses can thrive and grow while simultaneously playing a major role in solving big problems such as climate change, income inequality, and social injustice.

Through interactive online case studies with leading companies such as Walmart and Unilever, participants will learn why purpose-driven firms perform well, and how they can kickstart the wheel of change. They will examine different business models and gain an understanding of the broader landscape including the role of government, investors, and customers. Participants in this program will gain the ability to:

- **Understand/Analyze** the business models that can drive change
- **Influence** management, leadership and other key stakeholders as to the competitive advantages of being a purpose-driven firm
- **Examine** the broader political and social landscape in which you operate
- **Understand** why collective efforts are important and how business can be a catalyst for system level change
- **Determine** how individuals can become purpose-driven leaders in their organizations

Quick Facts

- Put your values into practice and learn how business can change the world
- Learning is intuitive, accessible, rigorous, and attached to the real world
- 3 modules of self-study, with regular deadlines, over 3 weeks
- 15-20 total hours of coursework
- Certificate of Completion from Harvard Business School Online

Who is this course for?

Sustainable Business Strategy is for individuals who work at for-profit organizations who are interested in learning how business can effect change, and in becoming a purpose-driven business leader. Individuals who work for not-for-profit organizations may also benefit from this course, particularly those who want to develop strategic partnerships with for-profit entities.

About the Harvard Business School Faculty



Rebecca M. Henderson

John and Natty McArthur University Professor

Professor Henderson holds a joint appointment at the Harvard Business School in the General Management and Strategy units and is the Co-Director of the Business and Environment Initiative at Harvard University. Professor Henderson is also a research fellow at the National Bureau of Economic Research.



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Syllabus

Modules	Case Studies	Key Takeaways
Module 1 The Business Case for Action	<ul style="list-style-type: none">• Unilever• Walmart• Transatomic Power	<ul style="list-style-type: none">• Understand the business case for change and apply business models that create shared value• Analyze industry disruptions and business uncertainties and create scenario analyses to develop smart strategic options
Module 2 Driving Change at Scale: Moving Beyond the Firm	<ul style="list-style-type: none">• Walmart• Unilever• King Arthur Flour• Public Good Simulation Game• Faculty Expert: Joshua Greene	<ul style="list-style-type: none">• Understand what purpose-driven firms are and why they are successful• Examine the “Wheel of Change” and how business is a key catalyst to solve large global issues like climate change and income inequality• Analyze cooperative action examples to understand how and why firms cooperate and why it’s necessary to enact change
Module 3 Purpose-Driven Systemic Change	<ul style="list-style-type: none">• Norsk Gjenvinning• John Streur, CEO of Calvert• Walmart• Faculty Experts: John Ruggie, John Coates, Jane Nelson, George Serafeim	<ul style="list-style-type: none">• Analyze the investor’s role, including the role of stakeholder management, alternative governance, Environmental, Social & Governance metrics, and impact investing• Evaluate the role of governments and other institutions in large-scale change and understand why “Systems Thinking” is necessary• Develop a personal plan for what YOU can do