

CSR & COMMUNITY IMPACT

Corporate Philanthropy vs. Shared Value: Transitioning for 2030

A two-day programme in creating shared value & corporate philanthropy, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This course guides foundation leads and CSR executives through the transition from traditional, transactional grantmaking to transformative Creating Shared Value (CSV) business strategies.

What participants will learn

- 01** Move from transactional donation models to sustainable, core-business-aligned impact.
- 02** Design programs that solve societal challenges while opening new market opportunities.
- 03** Optimize CSR budget allocation for higher societal and corporate returns.

Who should attend

CSR and sustainability professionals, corporate foundations, community engagement teams, NGO leaders and social-impact programme managers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 The Critique of Traditional Philanthropy

- Limitations of grantmaking, single-event donations, and checkbook CSR.

02 Principles of Creating Shared Value (CSV)

- Michael Porter's framework applied to modern corporate challenges.

03 Re-imagining Products & Markets

- Designing inclusive products and services for underserved communities.

04 Redefining Value Chain Productivity

- Improving supply chain sustainability, fair trade, and local sourcing.

Detailed programme

Day 2 | Application and action planning

05 Enabling Local Cluster Development

- Investing in local infrastructure, education, and industry ecosystem growth.

06 Transition Management & Stakeholder Buy-in

- Convincing boards, employees, and community partners to shift paradigms.

07 Financial Design & Reinvestment Loops

- Creating self-sustaining social enterprise models within corporate budgets.

08 Designing a Shared Value Transformation Plan

- Developing a roadmap to migrate existing CSR programs to CSV models.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Dr Jude Selvaraj Joseph

A master trainer and consultant with more than 25 years of corporate experience across education, hospitality, logistics and supply chain. His work connects leadership, people development and operational improvement.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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