

CSR & COMMUNITY IMPACT

Purpose-Driven Leadership & Community Activism for Corporate Executives

A two-day programme in purpose-driven leadership & community advocacy, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A executive-level leadership program focused on developing authentic, ethical corporate leaders capable of guiding organizations through societal expectations and activist pressures.

What participants will learn

- 01** Develop an authentic, purpose-led personal and organizational leadership voice.
- 02** Lead corporate transformation during periods of social crisis or activism.
- 03** Inspire internal teams and external stakeholders through ethical action and advocacy.

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 Imperative of Purpose-Driven Leadership

- Why modern CEOs and executives must lead on social issues.

02 Defining Corporate & Executive Purpose

- Articulating personal values and aligning them with corporate CSR vision.

03 Navigating Corporate Political Responsibility (CPR)

- Managing corporate positions on controversial socio-political issues.

04 Authentic Communication & Vulnerability

- Communicating transparently with communities and avoiding 'impact washing'.

Detailed programme

Day 2 | Application and action planning

05 Executive Sponsorship of Social Initiatives

- Championing internal resource allocation for high-impact CSR projects.

06 Coalition Building & Industry Advocacy

- Mobilizing industry peers to drive systemic sector-wide social reform.

07 Resilience & Ethical Decision-Making in Crisis

- Maintaining ethical integrity under extreme commercial and public pressure.

08 Purpose Leadership Blueprint

- Crafting a personal Executive Action Plan for community advocacy and leadership.

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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