

Masterclass: Leading for the future – Social Business Innovation and Sustainable Business

From the climate emergency to social inequalities, environmental and social needs are frequently discussed as challenges and risks for businesses. Rarely are they seen as opportunities for businesses to innovate and grow.

This one-day workshop will focus on the different ways to innovate sustainable business models and activities in response to current societal needs and trends. Sustainability entails managing for the long-term and for the short-term. Designing and delivering products and services that meet social and environmental needs, shifting to more resilient business models including those based on peer-to-peer or service-based principles are crucial to the development of sustainable businesses. Using case examples, we reflect on how your business can tap into societal trends to innovate and enhance its competitiveness.

This workshop will help you as a business leader to:

- Understand what sustainable business and social business innovation are
- Allow you to ‘diagnose’ how sustainable your business currently is (possibly identifying hidden strengths!)
- Explore social innovation opportunities related to key societal trends for your business
- Discuss how being a sustainable business benefits your employees, your business reputation and its innovation capabilities

Who is this masterclass for?

Innovation managers, business developers, CSR managers, business leaders and Managing Directors of small and mid-sized.



Course leader

Professor Ute Stephan

Ute Stephan is Professor of Entrepreneurship at King's Business School, Honorary Professor at UCL's Department of Psychology and at Aston Business School, a Visiting Fellow at KU Leuven (Belgium) and a Fellow of the International Association of Applied Psychology. She regularly delivers sustainability workshops to large corporate, small and medium sized clients.

She is an Editor at *Entrepreneurship Theory & Practice*, a Consulting Editor at the *Journal of International Business Studies*, and the outgoing Editor-in-Chief of *Applied Psychology: An International Review*.



Ute's research explores culture, institutions and entrepreneurship; social entrepreneurship and inclusive business; and entrepreneurial well-being. She publishes in leading journals such as the *Journal of Management*, *Journal of International Business Studies* (JIBS), *Management Science*, *Journal of Business Venturing* (JBV), *Entrepreneurship Theory & Practice* (ETP), *Strategic Entrepreneurship Journal* and *Academy of Management Perspectives*. Ute serves on the editorial boards of JIBS, JBV and ETP. Her research has been featured in the media including the Financial Times and Bloomberg, has won multiple international awards and attracted over GBP 3 million of funding from the European Commission, the UK Government, UK research councils, charities and German government institutions.

Previously Ute was at Aston Business School, the University of Sheffield's Institute of Work Psychology, the London School of Economics, KU Leuven, Belgium and the Universities of Marburg and Dresden in Germany. She holds a PhD in Psychology from the University of Marburg, is a certified social skills trainer, and worked as a consultant and trainer for private, public and third sector organisations.

Key facts

King's Business School Masterclasses are one-day immersive workshops that take a detailed dive into current topics and business challenges. At the end of the day you will take away insights and tools you can apply your own context.

Led by leading King's Business School academics, the workshops will draw on cutting edge academic research combined with practitioner insight.

Fee

£750 including all tuition, materials, lunch and refreshments (10% alumni discount).

Dates

Dates and registration instructions will be published soon. For more information on all of our courses visit www.kcl.ac.uk/business/executive-education.