

Building Resilient Organisations: HR Leadership in Sustainability

AN HR SPECIALISATION PROGRAMME

This comprehensive programme is designed to equip human resource (HR) managers with the expertise to steer sustainability efforts, adapt to organisational change, and build resilience in their respective organisations. By delving into the topic from both an organisational and personal perspective, participants will discover effective methods for cultivating a resilient and sustainable culture.



TARGET AUDIENCE

This programme is ideal for HR managers, leaders, and professionals passionate about driving sustainability initiatives within their organisations and looking to enhance their leadership skills in promoting resilience and sustainable growth.

More specifically:

- **HR Managers and Leaders** are professionals responsible for HR strategy, talent management, and organisational development who seek to integrate sustainability principles into their HR practices and promote a culture of resilience.
- **Corporate Social Responsibility (CSR) Practitioners:** Professionals involved in CSR initiatives and corporate citizenship efforts who aim to align sustainability goals with organisational strategy and promote responsible business practices.
- **Entrepreneurs and Business Owners:** Small business owners and entrepreneurs seeking to integrate sustainability into their business models, enhance corporate social responsibility, and drive positive environmental and social impact.



DURATION

The program is designed to be completed in 6-9 months.



PROGRAMME OBJECTIVES

- Equip HR leaders with the tools and strategies to effectively incorporate sustainable development goals (SDGs) into their companies.
- Acquire in-depth knowledge of strategic CSR practices and the capacity to implement them to propel sustainability projects.
- Enhance competence in Environmental, Social, and Governance (ESG) principles, sustainability reporting, and auditing for informed decision-making.
- Foster the development of human capital towards sustainability, aligning talent management practices with organisational sustainability goals.
- Apply design thinking methodologies to tackle sustainability issues and drive green business transformation within the organisation.
- Encourage leadership and effectively navigate organisational change to achieve sustainability goals.
- Strengthen team dynamics and development strategies to promote collaboration and synergy in achieving a healthy organisational culture.



LEARNING OUTCOMES

- **Implement sustainable talent management practices:** Design and implement talent management strategies that foster the development of human capital towards sustainability, including recruitment, training, and retention initiatives.
- **Apply design thinking approaches to sustainability challenges:** Utilise design thinking methodologies to identify, analyse, and solve sustainability challenges, fostering innovation and creativity in problem-solving.
- **Lead organisational change towards sustainability:** Lead and manage organisational change initiatives, inspiring and motivating stakeholders to embrace sustainable practices and behaviours.
- **Facilitate effective team dynamics and collaboration:** Foster collaborative and inclusive team dynamics that promote engagement, innovation, and synergy in achieving sustainability objectives.
- **Communicate sustainability initiatives effectively:** Develop and implement communication strategies that effectively engage stakeholders and promote awareness, understanding, and support for sustainability initiatives.
- **Contribute to applied research projects:** Participate in applied research projects in collaboration with industry partners, generating valuable insights and recommendations for enhancing organisational sustainability and resilience.
- **Demonstrate ethical leadership and responsible decision-making:** Exhibit ethical leadership qualities and make responsible decisions prioritising sustainability, social responsibility, and long-term organisational resilience.



PROGRAMME STRUCTURE

The programme consists of 7 proposed courses.

Participants should choose a minimum of 4 courses to receive their certificate.

No.	Course Name	Level
1	Implementing the Sustainable Development Goals: Challenges and Enablers	Intermediate
2	Strategic Corporate Social Responsibility	Advanced
3	ESG, Sustainability and Sustainable Development - Reporting and Auditing	Advanced
4	Building Human Capital Toward Sustainability	Intermediate
5	Transformation & Change Leadership - How to navigate through the transition successfully and inspiringly	Intermediate
6	Beyond Boundaries: Navigating Team Dynamics and Development	Advanced
7	Design Thinking and Experience to Approach for Sustainability Challenge	Intermediate



APPLIED RESEARCH PROJECTS

ENHANCING EMPLOYEE ENGAGEMENT IN SUSTAINABILITY INITIATIVES: STRATEGIES FOR INCREASED PARTICIPATION AND COMMITMENT

- **Importance of the Topic**

In today's business environment, sustainability is not just a corporate responsibility but also a strategic imperative. Companies are increasingly recognising that sustainability efforts are significantly influenced by employee engagement and participation. Understanding what drives employee engagement in sustainability initiatives is crucial for organisations aiming to effectively integrate sustainable practices into their core operations. Engaging employees in sustainability aligns with environmental and social goals and fosters a culture of innovation, loyalty, and shared purpose within the organisation.

- **Research Subject**

This research examines the factors influencing employee engagement in organisations' sustainability initiatives. It explores how companies can enhance participation and commitment to sustainability efforts by understanding employee motivations, barriers, and perceptions. By partnering with a company to conduct comprehensive surveys, interviews, and focus groups, the study seeks to gather detailed insights into the current state of employee engagement and propose strategies for improvement.

- **Research Objectives**

- To identify the key factors influencing employee engagement in sustainability initiatives within organisations.
- To assess the motivations and barriers employees face in participating in sustainability efforts.
- To evaluate the effectiveness of current strategies employed by organisations to foster employee engagement in sustainability.
- To develop actionable strategies and recommendations to enhance employee participation and commitment to sustainability initiatives.

- **Main Hypothesis**

Employee engagement in sustainability initiatives positively impacts the overall effectiveness and success of these initiatives within organisations.



APPLIED RESEARCH PROJECTS

ENHANCING EMPLOYEE ENGAGEMENT IN SUSTAINABILITY INITIATIVES: STRATEGIES FOR INCREASED PARTICIPATION AND COMMITMENT

- **Special Hypothesis**

- Employees who perceive sustainability initiatives as aligned with their personal values are more likely to be engaged and participate actively.
- Organisations that provide clear communication, support, and incentives for sustainability initiatives experience higher levels of employee engagement.
- Training and education on sustainability increase employees' knowledge and commitment to sustainability initiatives.

- **Expected Scientific Contribution**

This research aims to contribute to understanding employee engagement in sustainability initiatives by providing empirical data on the factors influencing participation and commitment. The findings will offer practical insights and strategies for organisations to enhance employee involvement in sustainability efforts. By developing a framework for increasing engagement, this study will provide valuable guidance for researchers, HR professionals, and organisational leaders seeking to integrate sustainability more deeply into their corporate culture and operations.

- **Application of the Research Results**

The research findings will have significant practical implications for organisations looking to strengthen their sustainability initiatives. Companies can refine their strategies to foster a more inclusive and committed workforce by understanding the factors that influence employee engagement. The proposed strategy and recommendations will help organisations enhance employee participation, improve the effectiveness of sustainability efforts, and ultimately contribute to broader environmental and social goals. Additionally, the insights gained from this study can guide policy development and corporate training programs to promote sustainability within the business sector.

- **Keywords**

Employee Engagement, Sustainability Initiatives, organisational Commitment, Corporate Social Responsibility, Employee Motivation, Environmental Sustainability, Corporate Culture, Human Resource Strategies.



APPLIED RESEARCH PROJECTS

TALENT MANAGEMENT FOR SUSTAINABILITY: STRATEGIES FOR RECRUITING, DEVELOPING, AND RETAINING SUSTAINABILITY-MINDED EMPLOYEES

- **Importance of the Topic**

As sustainability becomes a critical focus for organisations worldwide, aligning talent management practices with sustainability goals is increasingly essential. Companies recognise that recruiting, developing, and retaining employees committed to sustainability can significantly enhance their ability to achieve long-term environmental, social, and governance (ESG) objectives. Understanding how talent management practices can support sustainability goals is vital for fostering a workforce that is skilled and motivated to drive sustainable practices within the organisation.

- **Research Subject**

This research investigates talent management practices that support sustainability goals within organisations. It aims to identify effective strategies for recruiting, developing, and retaining employees aligned with sustainability values. Through collaboration with a company, the study will analyse current talent management processes, interview HR professionals and employees, and identify best practices for integrating sustainability into talent management strategies.

- **Research Objectives**

- To examine current talent management practices that support sustainability goals within organisations.
- To identify effective strategies for recruiting, developing, and retaining sustainability-minded employees.
- To understand HR professionals' role in fostering a sustainability culture through talent management.
- To develop recommendations for integrating sustainability into talent management strategies to support long-term organisational goals.

- **Main Hypothesis**

Integrating sustainability into talent management practices positively impacts an organisation's ability to achieve its sustainability goals and enhances overall organisational performance.



APPLIED RESEARCH PROJECTS

TALENT MANAGEMENT FOR SUSTAINABILITY: STRATEGIES FOR RECRUITING, DEVELOPING, AND RETAINING SUSTAINABILITY-MINDED EMPLOYEES

- **Special Hypothesis**

- Organisations that actively recruit and develop sustainability-minded employees experience more substantial alignment with their sustainability goals.
- Retaining employees with a commitment to sustainability improves the effectiveness and longevity of sustainability initiatives within organisations.
- HR practices incorporating sustainability considerations into performance evaluations, training, and development programs lead to higher employee engagement and commitment to sustainability goals.

- **Expected Scientific Contribution**

This research aims to comprehensively analyse how talent management practices can be aligned with sustainability objectives. By offering empirical insights into effective strategies for recruiting, developing, and retaining sustainability-minded employees, the study contributes to the body of knowledge on sustainable human resource management. The findings will provide valuable guidance for HR professionals and organisational leaders on integrating sustainability into their talent management processes, fostering a capable and motivated workforce to support the organisation's sustainability goals.

- **Application of the Research Results**

The research findings will have practical implications for organisations aiming to enhance their sustainability efforts through strategic talent management. By understanding the best practices for recruiting, developing, and retaining sustainability-minded employees, companies can refine their HR strategies to build a more sustainable workforce. The recommendations will help organisations align their talent management processes with their sustainability objectives, improve employee engagement in sustainability initiatives, and ultimately achieve better ESG outcomes. These insights can also inform HR policies and training programmes, supporting a more integrated approach to sustainability within the business sector.

- **Keywords**

Talent Management, Sustainability, Human Resource Management, Employee Recruitment, Employee Development, Employee Retention, Organisational Culture, Sustainable Business Practices.



APPLIED RESEARCH PROJECTS

THE ROLE OF KNOWLEDGE MANAGEMENT AND INTELLECTUAL CAPITAL

- **Importance of the Topic**

In contemporary business landscapes, strategically managing knowledge and intellectual capital is paramount for organisational resilience and success. Companies across various industries strive to harness their intellectual assets to drive innovation, competitiveness, and sustainable growth. Understanding the implications of effective knowledge management within business contexts is essential for optimising performance and achieving strategic objectives.

- **Research Subject**

The research examines the effects of managing intellectual capital and implementing knowledge management systems within business companies. It explores how businesses leverage their intellectual assets to enhance performance and gain competitive advantages.

- **Research Objectives**

- To investigate the impact of managing intellectual capital on sustainable performance within business companies.
- To identify the motivations driving businesses to invest in knowledge and intellectual capital activities.
- To evaluate the quantifiable returns on investments in knowledge management initiatives and their influence on business performance using quantitative and qualitative methods.
- To propose a model for optimising performance-oriented strategies based on effective knowledge and intellectual capital management within business environments.

- **Main Hypothesis**

Effective management of intellectual capital positively influences the sustainable performance of business companies.



APPLIED RESEARCH PROJECTS

THE ROLE OF KNOWLEDGE MANAGEMENT AND INTELLECTUAL CAPITAL

- **Special Hypothesis**

- Businesses prioritising investments in knowledge management activities experience enhanced sustainable performance compared to those that do not.
- Adopting knowledge-driven strategies leads to notable improvements in various performance metrics within business companies.

- **Expected Scientific Contribution**

This research project aims to contribute to the existing body of knowledge by offering empirical insights into the relationship between knowledge management, intellectual capital, and sustainable performance within business contexts. By conducting rigorous analyses and proposing actionable models, the study provides valuable guidance for researchers, practitioners, and business leaders seeking to optimise organisational performance through effective knowledge management practices.

- **Application of the Research Results**

The findings of this research have practical implications for business companies, enabling them to refine their strategies and processes to better leverage their intellectual assets for improved performance and competitiveness. Additionally, policymakers and industry stakeholders can utilise the proposed models to inform policy decisions and foster an environment conducive to knowledge-driven innovation and economic growth within the business sector.

- **Keywords**

Knowledge Management, Intellectual Capital, Sustainable Performance, Business Companies, Competitive Advantage, Strategic Management, Innovation, Performance Optimisation.