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Advanced CSR Strategy and Social Impact Training Course

25 April – 6 May 2027
Kuala Lumpur

Advanced CSR Strategy and Social Impact Training Course

Ref: 214_6542 **Date:** 25 April – 6 May 2027 **Location:** Kuala Lumpur **Fees:** 8000 GBP

Advanced CSR Strategy and Social Impact is a 2-week training course for CSR managers, sustainability leads and community investment professionals who build a CSR Strategy and Impact Roadmap for their organisation. Investors, employees and communities now judge companies on the social value they create and the harm they avoid, not on donations alone. Jupiter Prime Training delivers this course for leaders who want responsibility to sit inside corporate strategy.

Why CSR Strategy and Social Impact Matter Now

Three forces shape corporate responsibility today. Investors and lenders ask for evidence that social risks are identified and managed. Communities and employees expect companies to share value where they operate, and they compare promises with results. Reporting has moved from glossy narratives to structured disclosure that can be checked. An organisation that handles this well earns trust, a licence to operate and stronger partnerships; one that handles it badly faces reputational damage and wasted social spending. The course rests on ISO 26000 guidance on social responsibility and the Global Reporting Initiative GRI Standards for impact disclosure.

Who Gains Most from CSR Strategy and Social Impact

- Specialists who shape the corporate responsibility agenda and its links to business priorities
- Professionals who design and fund community investment portfolios and partnerships
- Corporate affairs staff who manage relations with communities, civil society and public bodies
- Sustainability leads who prepare impact disclosure and respond to investor questionnaires
- Human resources and supply partners who carry human rights and labour responsibilities

A cross-functional responsibility committee gains most when its corporate affairs, sustainability and finance members attend together and leave with one shared view of impact priorities.

CSR Strategy and Social Impact Capabilities

Participants move from scattered philanthropy towards a responsibility agenda that is prioritised, funded and measured.

- Assess material social issues using stakeholder evidence and impact severity — board priority setting
- Design a community investment portfolio with clear theories of change — budget holders and partners
- Apply human rights due diligence steps to operations and suppliers — risk owners
- Calculate social return and outcome indicators for flagship initiatives — finance and investors
- Build a CSR governance structure with defined board oversight — directors and executives
- Communicate social performance through GRI-aligned disclosure — investors and communities

Key CSR Strategy and Social Impact Terms

- Materiality assessment — a structured process that identifies the social and environmental issues most significant to stakeholders and to the business.
- Theory of change — a causal map linking activities to outputs, outcomes and long-term social impact for a social investment.
- Social return on investment — a method that expresses social and economic outcomes in monetary terms relative to the resources invested.
- Human rights due diligence — an ongoing process to identify, prevent, mitigate and account for adverse impacts on people.
- Shared value — business strategies that create economic value while addressing a social need linked to the company's operations.
- Stakeholder salience — the relative priority of stakeholder groups based on their power, legitimacy and urgency of claims.

CSR Strategy and Social Impact Day by Day

Day 1: Responsibility in Corporate Strategy

- ISO 26000 Core Subjects — Scope of Corporate Responsibility
- Shared Value Thinking — Linking Social Needs to Business Priorities
- Philanthropy Versus Strategic CSR — Where Spending Creates Lasting Value
- Stakeholder Expectations Scan — Signals From Investors, Staff and Communities
- Responsibility Maturity Model — Baseline of Current Practice

Day 2: Mapping Stakeholders and Their Claims

- Stakeholder Salience Mapping — Priority Groups for Engagement
- Community Profiling — Needs, Assets and Local Capacity
- Engagement Channels Matrix — Dialogue Formats by Stakeholder Group
- Grievance Mechanism Design — Handling Community Concerns Early
- Engagement Records — Evidence Trail for Disclosure

Day 3: Materiality and Issue Prioritisation

- Impact Materiality Assessment — Severity and Likelihood of Social Effects
- Financial Materiality Lens — Social Issues That Affect Enterprise Value
- Materiality Matrix Construction — Ranking Issues for Board Attention
- Sector Issue Libraries — Benchmarks From Energy and Banking Peers
- Materiality Validation Sessions — Testing Results With Stakeholders

Day 4: Human Rights and Responsible Conduct

- Human Rights Salience Review — Most Severe Risks to People
- Due Diligence Cycle — Identify, Prevent, Mitigate and Track
- Supplier Labour Standards Screening — Contract Clauses and Audits
- Remedy Pathways — Responding When Harm Has Occurred
- Responsible Conduct Policy — Commitments Approved at Executive Level

Day 5: Designing Community Investment

- Theory of Change Mapping — From Activity to Long-Term Outcome
- Portfolio Allocation Model — Balancing Flagship and Local Initiatives
- Partner Due Diligence — Selecting Credible Non-Profit Partners
- Employee Volunteering Design — Skills-Based Contribution Choices
- Social Investment Agreements — Terms, Milestones and Exit Criteria

Day 6: Measuring Social Outcomes

- Outcome Indicator Selection — Measures That Show Real Change
- Baseline and Counterfactual Methods — Attributing Change to Initiatives
- Social Return on Investment Calculation — Valuing Outcomes Credibly
- Beneficiary Feedback Surveys — Hearing Voices of Affected People
- Impact Data Templates — Consistent Collection Across Partners

Day 7: CSR Governance and Board Oversight

- Board Responsibility Committee Charter — Oversight Roles and Escalation
- CSR Policy Architecture — Linking Policies to Material Issues
- Executive Incentive Links — Tying Pay Metrics to Social Targets
- Internal Control Over Social Data — Assurance Readiness
- Board Reporting Pack — Quarterly Social Performance Dashboard

Day 8: Disclosure and Social Value Reporting

- GRI Standards Structure — Universal, Sector and Topic Disclosures
- Impact Narrative Writing — Balanced Account of Results and Gaps
- Investor Questionnaire Responses — Consistent Social Data Answers
- External Assurance Options — Raising Confidence in Reported Figures
- Greenwashing and Social Washing Risks — Claims That Stand Scrutiny

Day 9: Partnerships and Integration

- Cross-Sector Partnership Models — Collective Action With Public Bodies
- Business Unit Integration — Embedding CSR in Operating Targets
- Responsible Procurement Links — Supporting Local and Diverse Suppliers
- Internal Engagement Campaigns — Building Staff Ownership of Commitments
- Crisis Response Protocols — Social Issues That Escalate Quickly

Day 10: Practising the CSR Strategy and Impact Roadmap

- Applying the Materiality Matrix — Selecting Priority Commitments
- Applying Theory of Change Maps — Targets for Each Initiative
- Applying Board Oversight Design — Accountability for Each Commitment
- Peer Challenge Panel — Testing Roadmap Assumptions With Colleagues
- CSR Strategy and Impact Roadmap — Final Version for Board Review

Applying CSR Strategy and Social Impact After the Course

- Lead a materiality validation session with priority stakeholders and use the results to confirm the top social commitments.
- Rebuild one flagship community initiative around a theory of change with outcome indicators and a baseline.

CSR Strategy and Social Impact Questions FAQ

What is CSR strategy and social impact, and why does it matter now?

CSR strategy and social impact is the practice of choosing, funding and measuring social commitments that match a company's material issues. It matters now because investors, employees and communities expect verified results, and disclosure is increasingly checked against evidence rather than intentions.

Which roles gain most from CSR strategy and social impact training?

CSR managers, community investment leads, corporate affairs and sustainability professionals gain most. You benefit if you shape priorities, manage social budgets, oversee partners or prepare impact disclosure, and if you need to explain social performance to directors and investors.

How does CSR strategy and social impact differ from an ESG reporting course?

CSR strategy and social impact focuses on deciding which social commitments to make and proving their outcomes. An ESG reporting course concentrates on disclosure formats and data for investors, while this course covers stakeholder engagement, human rights, community investment design and board oversight as well.

What do you bring back from CSR strategy and social impact training?

You bring back a roadmap that links material social issues to commitments, initiatives, outcome indicators and board oversight. You also bring back tools for stakeholder mapping, theory of change design and social return calculation that you can reuse with colleagues and partners.

CSR Strategy and Social Impact: The Way Forward

The CSR Strategy and Impact Roadmap gives directors a clear basis for the first decision it informs: which social commitments receive budget and executive ownership. Corporate affairs, sustainability and finance teams use it to coordinate initiatives and reporting. After the first cycle, the materiality ranking and the outcome indicators deserve another look as stakeholder expectations and evidence change.