

## SUSTAINABILITY STRATEGY: KEEPING ON TRACK DURING A CRISIS

Facilitators: Professor Corey Billington and Dr. Aileen Ionescu-Somers

Venue: Zehnder

### Thursday, September 17

16:00 – 16:30	Registration	<i>Nestlé Building</i>
16:30 – 18:00	<b>IMD's global trends research gallery</b> Network and discover the relevance of corporate sustainability management	
18:00 – 19:00	<b>Understanding the crisis: A climate of uncertainty</b> Professor Arturo Bris, IMD Professor of Finance	
19:00	Aperitif and dinner hosted by IMD's Forum for Corporate Sustainability Management (CSM)	<i>IMD Restaurant</i>

### Friday, September 18

08:15 – 09:00	<b>When sustainability strategies feel the heat: What does CSM research tell us?</b> Dr. Aileen Ionescu-Somers, Deputy Director, Forum for Corporate Sustainability Management
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09:00 - 11:30	<b>Corporate workshop: Decision-making in corporate sustainability management under uncertainty</b> <b>Facilitator: Professor Corey Billington</b>
09:00 - 09:30	Presentation of IMD research: Professor Stuart Read and Research Associate Philippe Margery
09:30 – 09:45	Coffee break
09:45 – 10:30	<b>Workshop challenge (in study groups)</b>
10:30 – 11:30	<b>Study group feedback, benchmarking and discussion</b>

# CSM Open Forum

IMD Lausanne

17 and 18 September, 2009

11:30 - 12:45	<b>How are YOU handling your sustainability strategy in the crisis?: How to get things done</b>
11:30 - 12:00	Corporate interactive exchange: Share learning on overcoming your "pain points" and learn from the experience of others
12:00 - 12:45	Feedback discussion

12:45 – 13:45

Lunch

*IMD Restaurant*

13:45 - 16:30	<b>Smart big moves in sustainability management: Secrets of successful strategic shifts</b>
13:45 - 14:30	Input presentation by: Professor Paul Strebel, Sandoz Family Foundation Professor, IMD
14:30 - 15:30	Company workshop: How to convince leaders to make decisions on "big moves" and take the long term into account when the short term is so uncertain?
15:30 – 16:30	Workshop feedback and benchmarking exercise

16:30 – 17:00

**Event learning and wrap-up**

Professor Corey Billington/Dr. Aileen Ionescu-Somers