

## **Summer School on Corporate Sustainability & Responsibility**

The Summer School on CSR aims to provide advanced training on the identification of sustainability-related business opportunities, the inclusion of sustainability in the core of business strategy as well as on the resulting responsible corporate management to leading young researchers and professionals.

During workshop, the participants attend lectures given by distinguished academic faculty members, discuss case studies presented by experienced senior professionals, and experiment with relevant business cases.

The topics covered during the program revolve, but are not exclusive to, the following:

- (1) Responsible organizations and sustainable management
- (2) Corporate responsibility
- (3) The UN SDGs and the UN Global Compact
- (4) Sustainable value creation
- (5) Business impact, accountability and reporting
- (6) Collaborative transformation of the value chain

Following the lectures of the program, participants are divided into groups in order to work real case studies of companies that are members of CSR Hellas in order to produce a comprehensive report on said case studies and present it to the respective companies/organizations. Upon the successful completion of this step, participants receive a certificate on 'Corporate Sustainability Responsibility' after submitting the assigned business case and 10 ECTS (European Credit Transfer and Accumulation System) or 6 US credit points from the University of Crete.

More information can be found here: <https://www.acg.edu/news-events/news/the-first-summer-school-on-csr-at-acg/> and here <https://sustainabilityschool.eu/>.

## **Green House Program**

The GreenHouse for Rural Entrepreneurship is a project implemented by Alba in Southern Greece with the support of a prominent organization of Greek Americans, The Hellenic Initiative. Each city, area or island that the program visits is thoroughly audited by our team to identify elements of intervention, local partners that share our vision and role models. The audit results in the design of a customized week long event, workshop and networking plan. Each GreenHouse engages multiple audiences and aims at inspiring, strengthening and unleashing entrepreneurial potential. The plan for each city includes workshops for high school students, events that help local entrepreneurs understand global trends (e.g. digitization, international trade) or implement strategic tools (e.g. family business planning, business modelling), two-day entrepreneurial bootcamps for aspiring entrepreneurs, and the facilitation of impact-driven networking. In order to achieve the goals of each GreenHouse and maximize results, our team works with local (formal or informal) associations, like chambers of commerce, farmers associations, export groups, think tanks etc. At the same time we involve local and/or regional government to leverage resources and strengthen our message to the local community. More importantly though, local entrepreneurs join us to share their stories and function as live cases for workshops.

The goal of the GreenHouse program is twofold. On one hand, we aim at involving as many people as possible in the area we visit. Although one of the program's differentiations is that it focuses on maximizing the blend of people involved and not the number, its different elements attract growing numbers of participants. For example, in our recent GreenHouse in the city of Sparta (approx. 16000 population) we trained 60 high school students in entrepreneurship, 25 aspiring entrepreneurs and business owners in the lean startup methodology, over 100 small business owners on websites and social media and 50 university students on the basics of entrepreneurial action. Apart from the value entrepreneurs receive for their current activity, our local partners and us aim at planting seeds for future growth.

On the other hand, the GreenHouse program sets up networks among like minded people from different areas. We achieve this by an ongoing curation of the program's alumni network, social networking tools and direct introductions. In this way we anticipate that more entrepreneurs will be connected to co-create, support each other and share valuable resources.

Impact of the program

Co-creation/connection with public sector, Co-creation/connection with industry/industry clusters, New business creation, Experiential Learning, Community Development, Societal impact

### **Venture Garden- Helping People Grow Ideas**

The VentureGarden educational and mentoring program for aspiring entrepreneurs is offered for free, in co-operation with The Hellenic Initiative and Anatolia School of Business in Thessaloniki. The program is based upon an intensive training period followed by several months of mentoring. More than 100 entrepreneurs go through the program each year. At the same time, regional 3-day workshops are held for entrepreneurs that can't attend the program due to the distance.

### **Positivity & Resilience in Organizations**

Overview and Scope: The Positivity & Resilience Seminar focuses on the skills, competencies, behaviors and practices that are connected with organizational and personal resilience and aims at empowering both corporations and employees in order to effectively address the challenges in the era of uncertainty. The seminar unfolds around personal resilience, organizational resilience and entrepreneurial resilience and aspires to assist participants build a mindset that will boost positive competencies and character strengths, such as optimism, flexibility, adaptability, creativity, empathy, management of risk and uncertainty and to build positive impact for themselves and their organizations.

Content and Flow: Through a blend of research based theory, practical knowledge, role plays, storytelling and interactive exercises that evolve in a context of trust, the seminar will evolve around the following themes:

- The benefits of positivity
- Building positivity and resilience in Organizations
- Utilizing personal strengths for positive outcomes
- Positive leadership and positive organizational culture
- Developing positive competencies for the era of disruption

Participant profile

- Managers that wish to apply the principles of positive leadership in their Organization and their team.

- Executives across functions, seniority levels and industries that wish to develop a positive mindset in their personal and professional life
- Entrepreneurs that aspire to develop a culture of resilience and innovation within their enterprise

### **Building a culture of Trust in the Workplace**

Overview and Scope : This interactive workshop aspires to energize participants to collaboratively analyze their company's culture, to explore their Organization's specific needs, to share practices and policies that are more suitable for their Organizations and to compose their immediate action plan that will assist them to gradually improve their company's work climate. In a Business Unusual approach, participants become 'instructors' and generate new knowledge for their co-learners, they evaluate their organizational practices, explore opportunities and challenges, learn about new practices, share new ideas, discuss the implementation of new practices and they prepare themselves in order to design and implement their action plan with their teams.

Content and Flow : Through a blend of practical knowledge, organizational wisdom, best practices, , storytelling and interactive exercises that evolve in a context of trust and knowledge sharing, the workshop will evolve around the following themes:

- The basic axes and elements of a good work climate
- Exploring and identifying corporate values
- Building a values questionnaire for our company
- Sharing practices and policies
- Building trust, communication, camaraderie, employer branding and respect
- The benefits of a good work climate
- Measuring the work climate

Participant profile :

- Human Resources Directors, Human Resources Managers and Human Resources Executives that wish to expand their knowledge on workplace practices and work climate strategies
- Organizational leaders that wish to reflect on their company's values
- CSR Executives

### **Women in Leadership Program**

Overview and Scope : This cutting-edge, innovative network learning program, designed exclusively for female managers, aims at empowering women to:

- Improve performance: matching competencies with experience in order to lead more effectively.
- Unleash potential to prepare for senior management roles and positions and effectively deal with leadership transitions.
- Master soft skills & competencies.
- Understand Digitalization & Navigating teams and organizations in the era of Disruption.
- Become a competitive advantage for Greek corporations and the Greek corporate Community.

- Build and support a network of women in leadership, as mentors, role models and mentees.
- Value network learning as a path to development and success.

Content and Flow: The Program begins with a Network Learning Conference that focuses on contemporary leadership skills and competencies for the era of Disruption. This learning event will aim at offering the entire group the opportunity to meet each other, to begin mapping and weaving their women in leadership community and network, and to blend cutting edge knowledge on disruption – related issues and challenges with interactive discussion. The program continues with three 4-hour modules that unfold around the themes of leadership challenges and transitions, leadership styles and authentic leadership.

Participant profile

- Middle - upper middle executive woman in business, or the non for profit sector
- Functional experts in the stage of a current or future leadership transition
- Aspiring to become agents of transformation, sustainability and success in the era of disruption
- Women leaders, willing to support and to inspire each other

### **Managing Values & Competencies for Customer Service Excellence - Building customer centric organizations**

This program aspires to offer senior executives, theoretical and applied knowledge that will assist them to understand issues related to organizational culture and connected with customer service strategies that reflect corporate values and culture.

The program also focuses on providing participants with coaching tools that will assist them to empower their teams with the mindset to cope with current challenges.

The process utilizes team management techniques that are driven from contexts of psychology and from the systemic theoretical approach.

Learning Objectives:

- Building a customer centric culture
- Building positivity and a human centric culture
- Understanding personal values and aligning personal values with organizational values
- Developing factors and competencies for the creation and development of effective customer service teams

This program is addressed to:

- - Customer Service Leaders that wish to lead their teams towards growth and success
- - Customer Service Managers that aim to build a positive culture within their teams
- - Customer Service Leaders and Managers that aspire to manage their teams by values

### **Mastering Excellence: Leading Customer Service Teams**

This program uses an interactive and collaborative approach to empower executives that lead customer service teams with leadership competencies-effective communication and agility, in order to effectively lead their units and their Organizations towards sustainability and value creation in the Digital Era.

The innovative use of psychological approaches allows a holistic understanding of conscious and unconscious team processes in order to offer additional tools for effective leadership.

### **Learning Objectives**

- Developing knowledge and skills for effective leadership transitions and team leadership.
- Developing influence and impact for effective team leadership.
- Developing learning agility as a leadership competence.
- Utilizing the principles of Positive Leadership for the development of effective teams.
- Understanding Authentic Leadership and the value / importance of authenticity.

This program is addressed to:

- Senior Customer Service Leaders that wish to strategically lead their teams in the era of flux
- Customer Service Leaders that face the challenges of organizational/leadership transitions
- Organizational leaders that aspire to create and drive value for customer organizations and for their organization

### **Human Resources Management Seminar**

Overview and Scope : The HRM Seminar aims at empowering participants with cutting- edge knowledge, methods, techniques and competencies for effective human resources management. The program also aspires to guide participants through contemporary notions and concepts of Organizational Behavior and assist them to connect theory with emerging situations and challenges in their organizational settings.

Content and Flow : Through a blend research based knowledge, academic theory, case studies, action learning and collaborative learning, participants will have the opportunity to share knowledge, develop competencies, work on mini projects and understand how to utilize and apply knowledge in their Organization.

The seminar addresses the following key areas:

- Managing Human Resources: Planning & Organizing, Attracting & Developing Talent, Performance Management
- Managing Teams: Team Effectiveness, Conflict Management, Team Resilience, Team Evaluation
- Motivation: Motivation Theories, Psychological Contracts, Empowerment & Engagement
- Organizational Culture: Elements and Dimensions of Organizational Culture
- Leadership & Decision-Making: Leadership Theories, Leadership Development, Leadership Transitions, Decision Making in Uncertainty

Participant profile :

- Executives that have recently acquired management positions and need to utilize the basic principles and pillars of HRM and Organizational Behavior in their work
- Newly appointed managers that wish to connect theory with practice and to develop team management skills and competencies
- Entry level executives and junior executives that are interested in pursuing a career in HRM

- SMEs owners and entrepreneurs that wish to master basic knowledge in Human Resources Management and People Management

**Handling and Supporting Parents in Developing Appropriate Parenting Skills**

**Psychosomatics: Function and Disorders in Children**

**The Silence of Solitude and the Melody of Separation: A Psychoanalytic Approach**

**Psychoanalysis and Trauma**

**Violence and Aggression**

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