

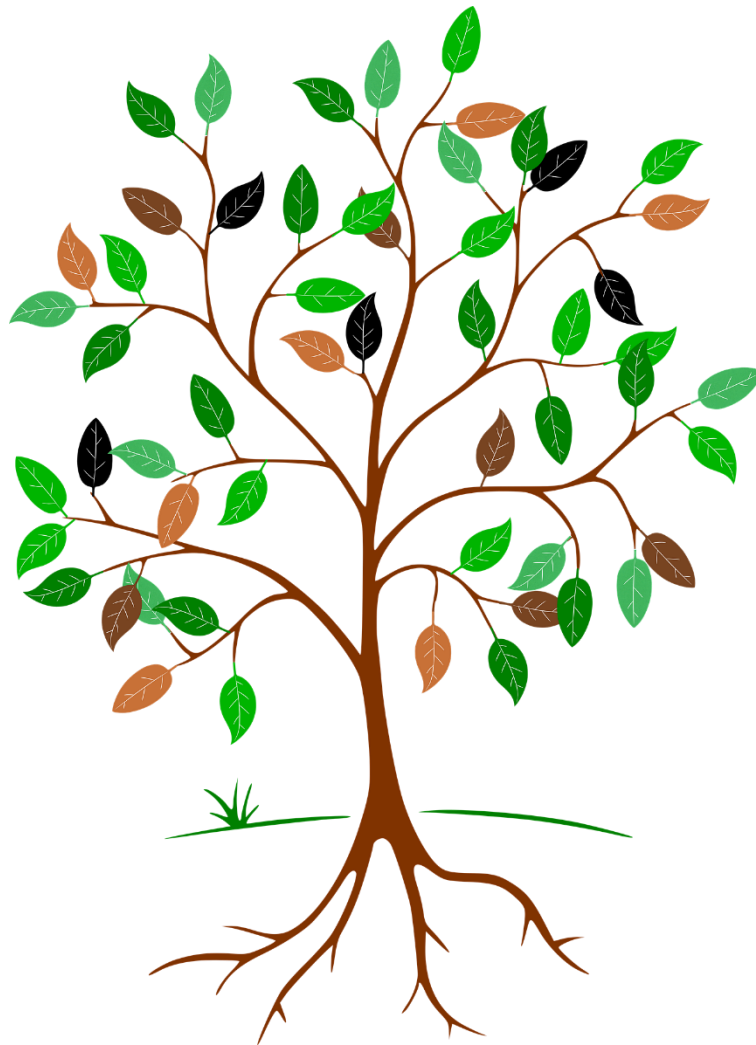


SunHeart Academy

Where 'Corporate Management of the Future – Business in Harmony with Nature' is taught

Corporate Management of the Future Business in Harmony with Nature

A Training to Become a Certified SunHeart Business Leader





SunHeart Academy

Where 'Corporate Management of the Future – Business in Harmony with Nature' is taught



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Where 'Corporate Management of the Future – Business in Harmony with Nature' is taught

Module 1

From Friday morning to Saturday evening (8 x 1 ½ hours)

Tasks in advance for the participants

Preparing a 3-minute pitch:

«Who am I / What do I do ... and why / Why am I here?»

Start

Friday (1 slot)

- ✓ Welcome
- ✓ Introduction of the course director
- ✓ 3-minute pitch of the participants
- ✓ Expectations / Goals
- ✓ Program

Ethics - in harmony with nature

Friday (3 slots)

- ✓ Nature and its laws
- ✓ The nature of humans
- ✓ The responsibility as a business leader
 - Motivation
 - Hurdles / Fears / Resilience
 - Purpose in life / The Big 5

Ethics - in harmony with nature

Saturday (4 slots)

- ✓ The nature of a company (a living organism)
- ✓ The simplest definition of ethics - ethics in harmony with nature
- ✓ Ethical corporate management - a personal commitment

- ✓ Tasks
- ✓ Questions & Answers



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Module 2

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 1 - Questions & Answers
- ✓ Transition to Module 2

Sustainability - in harmony with nature

Friday (3 slots)

- ✓ Sustainability in the modern economy
 - Three pillars of sustainability
 - The fourth dimension of sustainability
- ✓ Green washing
- ✓ Planned obsolescence
- ✓ Sustainable Development Goals (SDGs)
- ✓ Inner Development Goals (IDGs)
- ✓ The simplest definition of sustainability - sustainability in harmony with nature
- ✓ Nature as a role model - the principle of rhythm
- ✓ From linear to circular - nature moves in vortices

Circular economy - cradle to cradle

Saturday (4 slots)

- ✓ Rethinking products
- ✓ Developing products (workshop)
- ✓ Supply chain and what to keep in mind
- ✓ Cradle to cradle certified

- ✓ Tasks
- ✓ Questions & Answers



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Module 3

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 2 - Questions & Answers
- ✓ Transition to Module 3

Sustainable finance & Impact Investing – in harmony with nature

Friday (3 slots) Saturday (4 slots)

- ✓ The meaning of sustainable finance
 - ✓ Clarity on ESG (Environment / Social / Governance) vs. Impact investing
 - ✓ Why impact investing? Trends & Opportunities
 - ✓ The meaning of impact investing
 - ✓ 17 Sustainable Development Goals (SDGs) in the context of impact investing
 - ✓ Integrating the Sustainable Development Goals (17 SDGs) into your own business
 - ✓ Impact measurement – the importance of measuring impact (logic model)
 - ✓ Successfully finding impact investors. How and where do we find them, and how do we attract them in the long term.
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- ✓ Tasks
 - ✓ Questions & Answers



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Module 4

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 3 - Questions & Answers
- ✓ Transition to Module 4

Basis for success - in harmony with nature

Friday (3 slots)

- ✓ Vision & Mission
- ✓ Values & Value analysis
- ✓ Strategy and Big Goal
- ✓ Formulating goals in a meaningful way
- ✓ Basis of a strong corporate culture

Human resource management – in harmony with nature

Saturday (4 slots)

- ✓ Achieving goals together - Which talents do I need?
- ✓ Attracting / recruiting talents
- ✓ Developing talents - helping people to fulfill their purpose of life
- ✓ Human Capital – Why people are really a company's most valuable asset
 - Productivity and turnover as the biggest drivers of profit
- ✓ Employee retention
- ✓ Finding meaning at work
- ✓ Flexible forms of work
- ✓ Generation Z
- ✓ Motivation and behavior
- ✓ Use of analysis tools and more differentiated analysis options
- ✓ Individuality of the individual / diversity

- ✓ Tasks
- ✓ Questions & Answers



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Module 5

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 4 - Questions & Answers
- ✓ Transition to Module 5

Communication - in harmony with nature

Friday (3 slots)

- ✓ Living the different roles as a leader in a credible way
- ✓ Communication competence as a means of establishing a relationship with employees, customers and suppliers etc.
- ✓ Misunderstandings in communication
- ✓ How nature communicates and what we can learn from it.

Conducting conversations - in harmony with nature

Saturday (4 slots)

- ✓ Basics of conducting conversations
- ✓ Team building
- ✓ Group dynamics
- ✓ Conducting negotiations in a win-win oriented way
- ✓ Responsible use of negotiation techniques

- ✓ Tasks
- ✓ Questions & Answers



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Module 6

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 5 - Questions & Answers
- ✓ Transition to Module 6

Leadership – in harmony with nature

Friday (3 slots)

- ✓ Situational leadership & maturity of employees
- ✓ One Minute Manager & Servant leadership
- ✓ Why 'leading' also includes 'following'

Leadership – in harmony with nature

Saturday (4 slots)

- ✓ Value orientation
- ✓ Authenticity
- ✓ Self-leadership in complex situations
- ✓ Conflicts - why they are important and how to really resolve them
- ✓ Information - On the importance of informing honestly and truthfully
- ✓ Innovation - taking ideas and making them happen
- ✓ Natural hierarchy & Responsibility

- ✓ Tasks
- ✓ Questions & Answers



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Module 7

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 6 - Questions & Answers
- ✓ Transition to Module 7

Positioning - in harmony with nature

Friday (3 slots)

- ✓ Market presence
- ✓ Customer ambition & Customer promise
- ✓ Target market and target groups
- ✓ Attractive assortment
- ✓ Unique Selling Proposition (USP)

Positioning - in harmony with nature

Saturday (4 slots)

- ✓ The four essential factors of marketing: Product / Price / Place / Promotion
- ✓ The three complementary factors of marketing: People / Process / Physical evidence
- ✓ Transportation & Logistics
- ✓ Energy aspects
- ✓ Dealing with sales and logistics personnel
- ✓ Packaging

- ✓ Tasks
- ✓ Questions & Answers



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Module 8

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 7 - Questions & Answers
- ✓ Transition to Module 8

Solid growth - in harmony with nature

Friday (3 slots)

- ✓ Lean company structures as a basis
- ✓ Customer journey & Customer relationship management
- ✓ Lean Management
- ✓ Marketing – attracting customers instead of canvassing for customers

Success - in harmony with nature

Saturday (3 slots)

- ✓ The human in the center
- ✓ Partnerships & Winning team
- ✓ Success behavior
- ✓ Resources & Systems
- ✓ Scalability
- ✓ Entrepreneurial freedom

Setting out - in harmony with nature

Saturday (2 slots)

- ✓ Pitch deck
- ✓ Tasks
- ✓ Questions & Answers



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Module 9

From Friday morning to Saturday evening (8 x 1 ½ hours)

Review

Friday (1 slot)

- ✓ The most important things from Module 8 - Questions & Answers
- ✓ Transition to Module 9

Business – in harmony with nature

Friday (3 slots)

- ✓ Presentation of the company pitches
- ✓ In nature, every part serves the whole - Who wants to boost their idea?
 - Asking the collective consciousness
 - What can be improved, how to make the idea fly?
 - What can we contribute?
- ✓ What individual follow-up do I want?

Business – in harmony with nature

Saturday (2 slots)

- ✓ Personal success factors
- ✓ Closing the loop to purpose of life & Big 5
- ✓ Serving and earning - What makes a company truly successful
- ✓ Impact in the world

Outlook - in harmony with nature

Saturday (2 Slots) plus extension/expiration

- ✓ Membership of SunHeart Business Leaders
- ✓ How to continue - offers for follow-up & Coaching
- ✓ Keep in touch
- ✓ Testimonials / Recommendations

- ✓ Awarding of the 'Certified SunHeart Business Leader' diploma
- ✓ Closing & Apéro Riche