

ONLINE EXECUTIVE EDUCATION



JBS
JOHANNESBURG
BUSINESS SCHOOL

Shared Value

ABOUT THIS PROGRAMME:

There has been no better opportunity than right now for business to seriously reconsider its role in society. Global societal and environmental challenges are impacting the economic landscape and business must adapt to survive. Can business use positive social impact to develop a strong competitive position and better bottom-line results? How does Shared Value reconnect profit with social progress?

Professor Michael Porter and Mark Kramer from Harvard University have been advocating for more than a decade that business and society are inextricably linked. Business cannot survive without a thriving society, and COVID-19 brought this reality into sharp focus. The Shared Value business model enables business to leverage this and many other challenges to drive growth and gain a competitive advantage.

The JBS online Programme on Shared Value will explore the concept of Shared Value, the Shared Value Framework and case studies. The Programme will also cover the recently launched Purpose Playbook, which provides practical means of putting Shared Value into practice.

FACULTY:

Immaculata Segooa is a business professional, Shared Value Advocate and Group Head of Integrated Marketing Communications at Discovery. She has over 25 years' experience in Marketing and related fields. The Shared Value business model encapsulates her firm belief in the need for business to use its profit-making operations to address social challenges.

A Chartered Marketer passionate about elevating the role of the profession in business, Immaculata is the Deputy Chairperson of the Marketing Association of South Africa (MASA). She serves on the board of the MRF and the ABC. She is also a member of the Vega School of Branding Advisory Council. Immaculata holds a Master's degree in Business Leadership. Her research paper on Shared Value has kindled in her a new passion for this management philosophy.

Tiekie Barnard: After a successful 22-year career in Advertising and Marketing, Tiekie's drive and commitment to making a difference led to the founding of Shift Impact Africa. Shift Impact Africa is a consultancy firm that works with the private sector on its Shared Value and social impact strategies.

In order to create awareness around the Shared Value concept, Tiekie and her team successfully launched the inaugural Africa Shared Value Leadership Summit in 2017. This was followed by the successful launch of the Shared Value Africa Initiative (SVAI) in 2018, becoming the regional partner of the Shared Value Initiative along with other partners in Hong Kong, India, Australia and North America.

Tiekie is a member of the Enterprise Africa Network working group, a platform under development by the African Union and the European Union to provide access to young African entrepreneurs to international markets. Tiekie holds an Honours degree in Brand Leadership from Vega School of Brand Leadership. She is currently completing the Michael Porter and Mark Kramer Shared Value Business Management programme at Harvard Business School.

COURSE DETAILS:

DATE:	22 & 23 July 2020 (two sessions per day)
VENUE:	Online conferencing. The conference link will be sent upon registration.
FEE:	R3 000 per delegate <i>(Group bookings of 5 or more receive a 10% discount)</i>
ENQUIRIES:	execed@jbs.ac.za
REGISTER HERE:	https://bit.ly/2Y99Kxf

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