



BUILDING A SUSTAINABLE CORPORATE CULTURE TRAINING



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Course Title: Building a Sustainable Corporate Culture Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This 2-day program focuses on embedding sustainability and ESG values into the organizational culture. Participants will learn strategies to engage employees, strengthen leadership commitment, and foster long-term behavior change that supports ESG objectives. The training emphasizes practical approaches to integrating sustainability into daily operations, HR practices, and leadership frameworks.

OBJECTIVE(S)

- Understand the importance of corporate culture in advancing ESG and sustainability.
- Learn how to align leadership, values, and behaviors with ESG objectives.
- Explore methods for employee engagement and change management.
- Gain tools to integrate sustainability into HR and performance systems.
- Study real-life cases of organizations that built sustainable cultures.
- Develop an internal action plan to foster ESG-driven culture.

TARGET GROUP(S):

- Senior leaders and executives.
- HR, L&D, and organizational development professionals.
- ESG and sustainability officers.
- Middle managers responsible for driving culture.
- All staff aiming to embed sustainability in corporate practices.

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate verbally in Malay/English.
- Basic understanding of ESG concepts recommended.

TOPIC(S):

1. Introduction to Sustainable Corporate Culture.
2. The Role of Leadership in Embedding ESG Values.
3. Employee Engagement for Sustainability.
4. Change Management for Sustainable Transformation.
5. Integrating ESG into HR and Performance Systems.
6. Communication Strategies for Cultural Change.
7. Measuring Culture & Tracking Progress.
8. Case Studies of Sustainable Corporate Culture.
9. Workshop: Developing a Culture Roadmap for Your Organization.

LIST OF REFERENCE BOOK(S):

- ISO 26000: Social Responsibility Guidance.
- Kotter's Change Management Principles.
- UN SDG Business Guides.
- Culture Transformation & Sustainability Leadership Literature.

LIST OF TEACHING AID(S):

- LCD projector and computer.
- Employee engagement tools and templates.
- Case study handouts.
- Whiteboard and accessories.

METHODOLOGY(S):

- Lectures and guided discussions.
- Case study analysis.
- Group brainstorming.
- Role-play on leadership and engagement.
- Practical roadmap development.

TRAINING SCHEDULE

Day 1

Time	Activity/Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:30 am	Topic 1: Introduction to Sustainable Corporate Culture
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 12:30 pm	Topic 2: The Role of Leadership in Embedding ESG Values
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:00 pm	Topic 3: Employee Engagement for Sustainability
3:00 pm – 3:15 pm	Afternoon Tea Break
3:15 pm – 5:00 pm	Topic 4: Change Management for Sustainable Transformation

TRAINING SCHEDULE

Day 2

Time	Activity/Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:30 am	Topic 5: Integrating ESG into HR and Performance Systems
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 12:30 pm	Topic 6: Communication Strategies for Cultural Change
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 7: Measuring Culture & Tracking Progress
2:30 pm – 3:15 pm	Topic 8: Case Studies of Sustainable Corporate Culture
3:15 pm – 3:30 pm	Afternoon Tea Break
3:30 pm – 4:30 pm	Topic 9: Workshop: Developing a Culture Roadmap for Your Organization
4:30 pm – 5:00 pm	Closing, Feedback & Certificate Distribution