

Building Your Sustainability Strategy For SMEs

OVERVIEW

Markets world over has signalled its intent to step up on climate and overall sustainability efforts, with the launch of the Singapore Green Plan 2030 & other countries have their own Green Net Zero Strategy by 2050 and budgets set aside to support enterprises on their sustainability initiatives and transformative efforts. This aligns with the wider initiative to develop the nation as a sustainable city.

Small and Medium Enterprises (SMEs) are starting to feel the pressure from clients, consumers and new policies to be more sustainable and develop plans to reduce their carbon footprint. This programme provides frameworks and guides for SMEs to redefine their business vision to include sustainability goals and kickstart their sustainability journey. Equip yourself with the understanding of sustainability concepts to develop sustainability agendas. Convey your sustainability practices and strategies to your stakeholders and begin applying steps to curate your sustainability initiative to stay ahead of local and regional competition.

Learning Objectives

- Demonstrate the basic principles and methods of Futures Thinking
- Identify the relevance of Futures Thinking in today's dynamic and unpredictable business environment
- Apply Futures Thinking methods when developing business strategies
- Construct scenarios, forecasts and visions related to sustainability problems over a ten year period

Topics and Structure

- Establish a system to identify sustainability-related signals and trends using the STEEPV framework
- Identify and assess Driving forces using Causal Layered Analysis (CLA)
- Construct scenarios using 2x2 Framework and 4 Archetypes Method
- Guest speaker to share on the application of Futures Thinking within a SME

WHO SHOULD ATTEND

- Professionals and business owners who are keen on deepening their knowledge and develop strategies in corporate sustainability for Small & Medium Enterprises

Faculty/Trainer Details:



**Faculty: Adjunct Professor Somashekhar N S, (Soma).
MBA from MIT Sloan School of Management & MIT Sloan Fellow in
Innovation & Global leadership**

Adjunct Professor Soma is an accomplished and multi-faceted professional uniquely positioned to drive the financial sector's journey towards sustainability. With a diverse and impressive background **spanning entrepreneurship, government leadership, sustainability, and academia**, Soma brings a wealth of knowledge and hands-on experience to the IBF approved course on creating a sustainable future for the financial sector.

Sustainability Expertise: Soma's commitment to sustainability is underscored by his completion of the Corporate Sustainability into Business Practices and Carbon Accounting & CHG Management - Key to a Low Carbon Future program offered by the United Nations Global Compact Network in Singapore. This training has equipped him with the skills needed to assess carbon emissions, develop effective mitigation strategies, and implement sustainable practices within organizations. Furthermore, his participation in the IBF Master Class with KPMG on ESG Operationalization in the Banking Sector has deepened his understanding of integrating Environmental, Social, and Governance (ESG) considerations into core banking operations.

Extensive Leadership Experience: **Soma's 10-year tenure in leadership roles within the Singapore Government at IMDA provided him with valuable insights into government policies and industry dynamics.** His ability to build strong relationships with key stakeholders, including government policymakers, CEOs, and industry leaders, positions him as a valuable connector between academia and industry.

Industry Versatility: Soma's career spans a broad spectrum of industries and technologies, **including ICT, e-Government, Digital Media, Digital Marketing, Big Data Analytics, Artificial Intelligence, FinTech, InsurTech, Cyber Security, and many more.** This diverse background enables him to drive innovation, foster digital transformation, and create strategic value for organizations.

Academic Excellence: Soma has been actively involved in academia for **over eight years, teaching courses on Innovation & Entrepreneurship and Business Disruptive Technologies.** His role as an **entrepreneur-in-Residence (EIR) at INSEAD** in Singapore and Paris demonstrates his commitment to nurturing and guiding aspiring entrepreneurs.

Continuous Learning: Soma's educational journey reflects his commitment to continuous learning and personal growth. **He holds a master's degree in computer applications and an MBA from the prestigious MIT Sloan School of Management, where he also completed programs at Harvard Business School and the John F. Kennedy School of Government.** His designation as an **MIT Sloan Fellow in Innovation and Global Leadership** further enhances his understanding of innovation's global impact.

In summary, Adjunct Professor Soma's unique combination of sustainability expertise, leadership experience, industry versatility, academic excellence, and commitment to lifelong learning makes him an ideal candidate to lead the charge in creating a sustainable future for the financial sector. His wealth of knowledge and ability to bridge the gap between theory and practice will undoubtedly enrich the IBF approved course and empower future financial leaders to drive meaningful change in the industr

