

MASTERCLASS

# ESG for Business

## Turning Principles into Action

*Designed for professionals across all corporate levels from executives to C-suites.*

This 2-day masterclass equips business leaders and professionals with practical ESG knowledge and a comprehensive toolkit to develop strategic sustainability roadmaps. Learn to transform ESG from a compliance requirement into a competitive advantage through hands-on methodologies that integrate sustainability into core operations, build organizational capabilities, and drive long-term value while navigating evolving investment, regulatory, and consumer landscapes.

Location	Date / Venue
Kota Kinabalu	7-8 April 2026 <i>Sabah International Convention Centre</i>
Kuching	13-14 July 2026 <i>Hilton Kuching</i>
Penang	18-19 August 2026 <i>Iconic Hotel Penang</i>
Kuala Lumpur	29-30 September 2026 <i>Kuala Lumpur Golf &amp; Country Club (KLGCC)</i>

**RM 2,500 per pax**

(100% HRD claimable | Limited seats - reserve now)

Group discounts available on-request.

### Learning Outcomes

- **Understand ESG Factors:** Recognise ESG dimensions and their impact on business performance.
- **Develop ESG Strategies for Growth:** Leverage opportunities and embed sustainability into core operations.
- **Lead and Evolve ESG Practices:** Strengthen leadership and adapt to emerging ESG trends.

### What We Will Cover

- Understand what sustainability and ESG mean for businesses, including climate, people, ethics, and global trends.
- See how ESG drives innovation, strategy, and value through leadership and sustainable practices.
- Learn to integrate ESG by identifying risks, opportunities, stakeholders, and setting goals.
- Find out how to start ESG initiatives, build capabilities, communicate clearly, and stay ahead of trends.

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## Modules

Topics explored in this training include:

### Business and Sustainability

- Exploring sustainability concepts, benefits, risks, and global trends.

### ESG 101

- ESG essentials: environment, social, governance – key issues, impact, regulations, practices.

### Innovation & Business Models

- Sustainability-driven innovation using design tools and real-world examples.

### Integrating ESG: Risk & Opportunity

- ESG risks, opportunities, stakeholders, materiality, and benchmarking for strategy.

### Sustainability Goal Setting & Strategy

- Set SMART goals, plan ESG roadmap, prioritise actions, planning resources.

### Kickstarting ESG

- Assesses readiness, defines roles, identifies competencies, promotes strong ESG leadership.

### Emerging ESG Trends

- Exploring future ESG trends, regulations, and technology-driven advancements

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Meet your trainer:

**Bernadine Francis**

*MSc Sustainability Science*

Bernadine Francis, Knowledge Management & Innovation Lead at Fuller Impact, brings expertise in sustainability science and practice to the forefront. She has led numerous projects focused on developing tailored ESG strategies, aligning sustainability with operational goals, and driving long-term value for businesses. Bernadine specialises in strategic planning, resource efficiency, and stakeholder engagement, ensuring that organisations can meet their sustainability targets effectively. In this workshop, she provides practical insights into the essentials of ESG, guiding participants through the foundational concepts and their real-world applications.

## Tools and Resources

Participants who attend this course will receive:

- Comprehensive training materials, including full slides and key resources
- A Certificate of Completion from Fuller Academy
- Lunch and refreshments for a comfortable learning experience
- Opportunities for networking with like-minded professionals