STRATEGIC INTEGRATION OF B-BBEE INTO CORPORATE STRATEGY

1 DAY

B-BBEE should not be viewed merely as a compliance requirement, but as a strategic business tool that supports sustainable growth, market access, stakeholder confidence, and transformation objectives.

This workshop is designed to equip business leaders, executives, and decision-makers with the knowledge required to align B-BBEE objectives with overall corporate strategy, ensuring that transformation initiatives create measurable business value while strengthening the organisation's competitive position.

Workshop Outline

- Understanding B-BBEE as a Strategic Business Enabler
- Aligning B-BBEE Objectives with Organisational Goals and Performance Measures
- The Business Case for Transformation and Inclusive Growth
- Integrating B-BBEE into Corporate Planning and Decision-Making
- Linking B-BBEE Strategy with Procurement, Enterprise Development, Skills Development, and Employment Equity
- Identifying Opportunities to Maximise Scorecard Performance While Driving Business Value
- Managing Governance, Accountability, and Leadership Responsibilities
- Embedding Transformation into Company Culture and Operational Practices
- Measuring Return on Investment (ROI) of Transformation Initiatives
- Leveraging B-BBEE for Market Expansion, Customer Retention, and Competitive Advantage
- Common Challenges and Risks Associated with Poor Strategic Alignment
- Developing a Practical B-BBEE Strategic Roadmap for Long-Term Success

Key Outcomes

Upon completion of the workshop, delegates will be able to:

- Understand the strategic importance of B-BBEE within the broader business environment.
- Align transformation objectives with business strategy and operational plans.
- Identify practical opportunities to improve B-BBEE performance sustainably.
- Enhance organisational competitiveness through effective transformation initiatives.
- Develop actionable strategies that support both compliance and business growth.

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All courses are subject to minimum delegate numbers