



University of San Diego®
KROC SCHOOL

Executive Education 2024

Global Executive Seminar:

Using Business for Good to Shape a Better World



Exploring Sustainable
Practices Across
Three Continents



The future of sustainable business is happening now.

Here's your chance to be a part of it.

Are you:

- A business leader interested in learning how to integrate social and environmental responsibility into your organization?
- A board member who wants to more deeply understand impact investment and socially responsible business models?
- A transitioning professional ready to embark on life's next act, centered on sustainable development?

If so...

We invite you to apply for our **Global Executive Seminar: Using Business for Good to Shape a Better World**.

Travel to Spain, Rwanda, and San Diego to experience first-hand the inner workings of some of the highest-performing 'business for good' companies.

Through this Global Executive Seminar (GES), you'll:

- **Interact with social innovators and entrepreneurs who have found sustainable solutions to urgent global problems** — taking a deep dive into certified B Corporations, worker-owned companies, and premier social enterprises, as well as the worlds of microfinance, and social impact investing.
- **Work with a cohort of like-minded changemakers to explore various triple bottom line ways of working** — learning how to integrate social and environmental responsibility into business and community ventures that contribute meaningfully to building a better world.
- **Develop a Personal Action Plan** — a detailed framework for applying the lessons learned in the seminar to your own organization, or to create a personal and professional roadmap for applying 'business for good' models in the next phase of your career or community engagement.
- **Emerge with practical strategies, tactics, and resources for implementing 'business for good' practices** — ready to help transform today's capitalistic system into a new global economic system that values people and the planet alongside profit.

Program Overview

Dates:

Start: January 21, 2024

End: October 26, 2024

(15 days on site; 9 hrs. online)

Fees:

- Program fee: \$18,000*

Discounts:

- Early-bird discount: \$2,000
[register by November 1, 2023]
- 20% discount (\$3,600) for:
 - Employees of Certified B Corps, nonprofits, or certified employee-owned [EO] companies
 - USD alums and staff
 - 2 or more individuals from a single organization

Deadlines:

- Registration deadline: December 31, 2023
- Early-bird discount registration deadline: November 1, 2023

Note: We are limited to a maximum of 20 participants in the Global Executive Seminar, so we encourage you to register as soon as possible.

Travel arrangements:

GES staff can provide resources and contacts for in-country travel in Spain, Rwanda, and San Diego (if needed). Additionally, if you require a travel agent, GES staff can connect you with the seminar's travel agent.

Guests:

We welcome participants to invite a guest to join them in traveling to any or all of the locations the seminar visits, and to extend travel in these regions (for example, to see the rare mountain gorillas at Volcanoes National Park outside Musanze, Rwanda, or to continue explorations in Spain). For a minimal fee, guests may attend opening and closing dinners and cocktail parties. Please discuss with GES staff.

*Program fee includes program materials; some meals in San Diego, Spain, and Rwanda; in-country transport; and transport to and from all sites visited. Program fee does not include travel expenses to and from San Diego, Spain, and Rwanda; lodging in these locations.

Addressing global challenges through sustainable business models

As the fabric of society and business disintegrates, our rapidly changing world faces global issues such as climate change, poverty, and injustice. Too often, traditional business practices don't help, leading instead to employee disengagement, environmental degradation, and wealth and gender inequality.

In response, forward-thinking businesses are looking for ways to prioritize people and planet alongside profit, spotlighting sustainability through ESG (Environment, Social, Governance) and CSR (corporate social responsibility) programs and through business models such as Certified B Corporations and Employee-Owned (EO) companies.

Learning from what works

But how do you know which 'business for good' approaches will work for your organization? Can the capitalist system — powered by individualism, ambition, and a competitive spirit — evolve to be more humane and conscious of social problems? What paradigms need to change in the business world and society to make the market system a pillar for lasting positive peace in the world?

Several regions across the globe have organizations that are leading the charge on business for good, serving as marquee examples for a reimagined way of doing business. The University of San Diego has created the new Global Executive Seminar to act as a bridge to viable solutions, empowering business leaders to become better caretakers of people and our planet.

What you'll learn

By the end of the seminar, you will:

- Experience a one-of-a-kind, on-location learning experience with high-performing sustainable organizations in Spain, Rwanda, and the greater San Diego region.
- Learn in depth about various business models that balance economic success with social and environmental impact, along with an understanding of relevant legal and regulatory frameworks and the metrics used to measure sustainability performance.
- Gain insights into impact investing and the principles, strategies, and approaches that can generate both financial returns and positive social and environmental outcomes.
- Become part of a global network of like-minded professionals with whom you can collaborate, share knowledge, and potentially form partnerships.
- Grow your impact to the next level by becoming a real catalyst for change.

Who this Global Executive Seminar is for

- Executives and business leaders
- Board members and advisors
- CSR, ESG, and sustainability professionals
- Foundation leaders and nonprofit professionals
- Social enterprise professionals
- Impact investors
- Business development consultants
- Government and policy professionals

“The launch of this Global Executive Seminar, USD’s first foray into global executive education, represents an important step forward for the university. We expect that this USD executive seminar will set the tone for future endeavors to further the vision of USD: to confront humanity’s challenges by fostering peace, working for justice, and leading with love.”

– USD President James T. Harris, D.Ed.

Curriculum Overview

The Global Executive Seminar program offers a comprehensive exploration of various social innovation and social entrepreneurship models and provides a platform for experiential learning and knowledge exchange. The program includes specific country-focused experiences as well as virtual instruction, meetings, and personalized consulting via Zoom between site visits.

Jan
2024

San Diego, California

We'll start in San Diego, where you'll spend 3 days delving into why capitalism needs to be reimagined and redesigned, then exploring various frameworks for more sustainable organizations, with an emphasis on B Corp-certified and employee-owned companies. We'll examine the role of impact investment, microfinance, and nonprofits with commercial revenue streams in the overall 'business for good' movement. Daily activities include site visits and guest speakers, providing real-world examples and insights.

Feb, Mar,
May, June
2024

Online Sessions

In each of these non-travel months, you'll participate in a 90-minute Zoom session. The online sessions include guest speakers, group discussions, meetings with leaders and faculty, coaching and reflection, and discussions of travel logistics.

April
2024

Barcelona & Mondragon, Spain

In Barcelona and Mondragon, you'll engage with faculty-in-residence Drs. Fred Freundlich and Daniel Arenas, focusing on B Corp-certified organizations and the world's premier co-op organizations.

Jul
2024

Kigali & Musanze, Rwanda

In Kigali, Rwanda, you'll meet key leaders in government, multinational companies, foundations, entrepreneurship hubs, and worker-owned companies, exploring worker ownership, microfinance, impact investing, and nonprofit social enterprises with commercial revenue streams.

Aug, Sept
2024

Consulting Sessions

The two months between Rwanda and the final sessions in San Diego will be devoted to personalized consultations with GES faculty, which include both USD faculty and all the key executives met during site visits, to finalize your Personal Action Plan and presentation.

Oct
2024

San Diego, California

The program finishes in San Diego with synthesis sessions and additional guest speakers. At the conclusion of the seminar, you'll present your Personal Action Plans to your peers, faculty consultants, and invited guests, who will offer their suggestions and assistance for your project.

In a closing ceremony, participants will be presented with their Executive Education Certificate and digital badge and be recognized as USD Global Executive Fellows, who will become official members of the USD community with access to a range of university events and networking opportunities.

Program Schedule Overview:
15 days on site + 9 hrs. online over 10 months

January 2024	Travel: San Diego @USD	3 days of in-person instruction and site visits in San Diego
February and March	Online sessions	90-minute session each month
April	Travel: Spain — Barcelona and Bilbao (Mondragon, Basque region)	5 days of in-person instruction, experiences and site visits in Spain
May and June	Online sessions	90-minute session each month
July	Travel: Rwanda — Kigali & Musanze	5 days of in-person instruction, experiences and site visits in Rwanda
August and September	Online sessions	Personalized online consulting session each month
October	Travel: San Diego @USD	2 days of in-person presentations and certificate ceremony in San Diego

“The Kroc School at USD and the seminar faculty are truly dedicated to increasing sustainability within organizations in San Diego and throughout the world. The Global Executive Seminar’s founders share my belief that we need to seek and highlight promising solutions wherever they might arise, and I look forward to working in concert with them and the cohort of seminar participants, now and in the future.”

- Mark Cafferty, Seminar Advisory Board member, president and CEO at San Diego Regional Economic Development Corporation



Spain

In Spain, you will learn about:

- Certified Benefit Corporations in detail
- Mondragon, the world's premier model of worker ownership, with greater than \$12 Billion in revenues annually in 257 companies

On-site location visits:

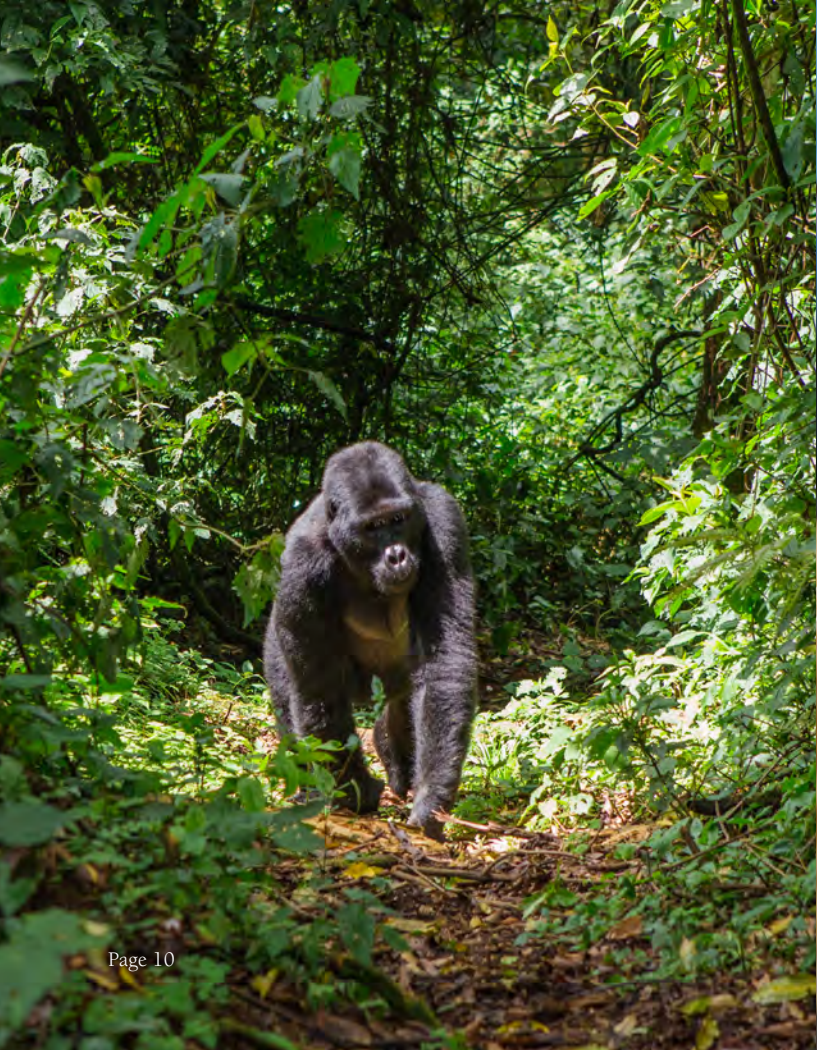
- 1 **Barcelona** — Ferrer (pharmaceuticals), Veritas (supermarket), ISIDIN (cosmetics), Danone (food), Camper (fashion), ESADE (University), EADA (University), B Lab Spain (certification)
- 2 **Bilbao** — Mondragon University, the Mondragon Co-ops (a conglomerate of industries; manufacturing, retail, food) and the Guggenheim Museum



Travel Information

Barcelona is a city in Spain that is known for its architecture, culture, and Mediterranean atmosphere. A few of the famous landmarks in Barcelona include the Sagrada Familia, Park Guell, Casa Mila, and Casa Batllo. Our travel to Spain will include a visit to the Guggenheim in Bilbao. The city is also a hub for startups and innovation.

Mondragón, officially known as Arrasate/Mondragón, is a town and municipality in Gipuzkoa Province, Basque Country, Spain. It is also home to the Mondragon Corporation, organizationally divided into four distinct areas of Finance, Industry, Retail, and Knowledge. It consists of 95 separate, self-governing cooperatives, around 80,000 people, and 14 R&D centers, occupying first place in the Basque business ranking and tenth in Spain.



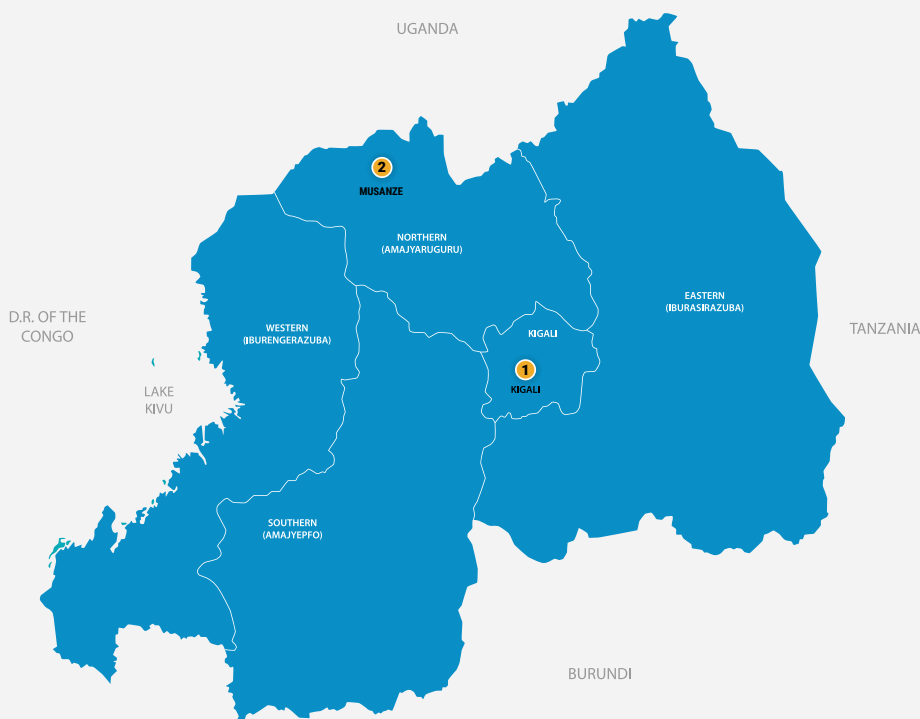
Rwanda

In Rwanda you will focus on learning about **inclusive business models and economic empowerment through visits with experts on:**

- Entrepreneurship hubs and impact funders
- Equity and gender lens investing
- Artisan co-ops empowering women's economic and community advancement
- The unique collaboration and cooperation between the Rwandan government and businesses to advance economic growth

On-site location visits:

- 1 Kigali — Mastercard Foundation, Norrsken Foundation, Abahizi (certified employee-owned B Corp), Question Coffee, Gayaha Links (handicrafts), Bridge to Rwanda (talent & economic development), Inkomoko (impact investing), Zipline Rwanda (drone delivery), Masaka Creamery (foods)
- 2 Musanze — All Across Africa (handmade products), Hollanda FairFoods/Winnaz Potato Chips, Ellen DeGeneres Campus of the Dian Fossey Gorilla Fund (research & gorilla conservation), Handspun Hope (artisan collective), Virunga Mountain Spirits (craft distillery)



Travel Information

Rwanda is a landlocked country situated in central Africa. It is also known as “The Land of a Thousand Hills”, and has five volcanoes, 23 lakes, and numerous rivers, some forming the source of the River Nile. While most first-time travelers to Africa touch down here to see the famous mountain gorilla, it is also where you will find Kigali's Parisian-inspired food scene and emerging fashion industry. This country features car-free days in its green capital city of Kigali twice per month by shutting down streets for non-motorized travelers of all ages.

With over 60% of its parliamentary seats occupied by women, Rwanda was the first country to have the highest representation of women in power. This remains the largest allotment compared to any other country in the world.

Here, the bar for sustainable eco-tourism is set high. Inspired by the practices in Bhutan and Botswana, Rwanda has made a deliberate decision to promote exclusive, low-footprint travel that protects the environment and benefits local communities. Many eco-lodges put animal conservation, reforestation efforts and sustainability at the forefront.



San Diego

San Diego will serve as ‘home base’ for the GES, focusing on local leaders successful in various ‘business for good’ models.

In San Diego, you will:

- Use the University of San Diego meetings for in-person instruction for the GES
- Meet with local leaders successful in various ‘business for good’ models
- Enjoy dinner and cocktails at certain milestones of the seminar, including a closing celebration at the home of USD’s President

On-site location visits:

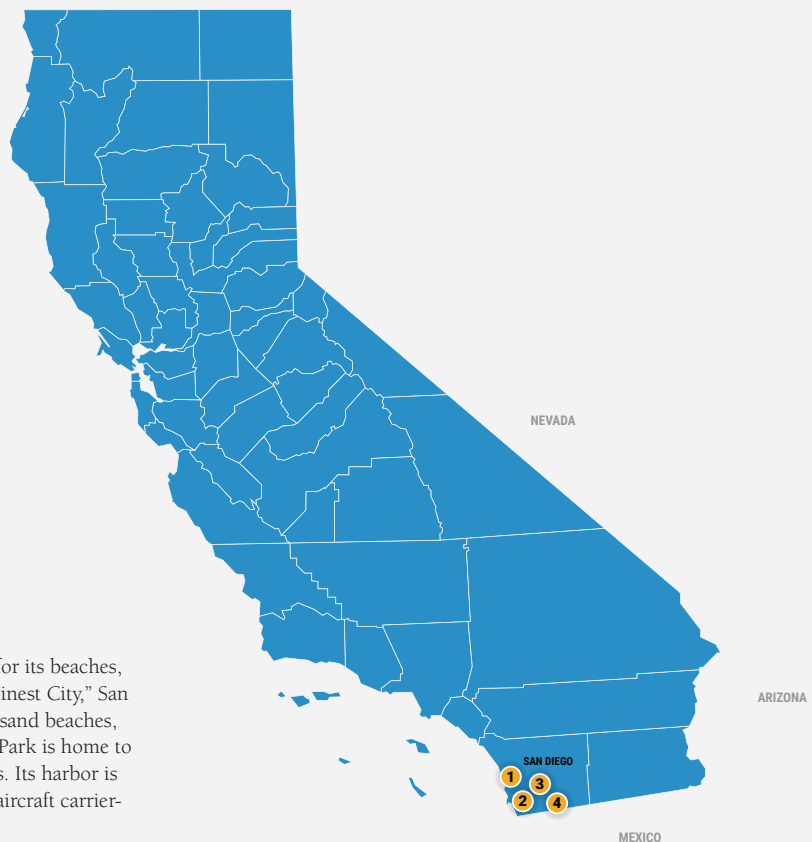
- 1 Taylor Guitars, a worker-owned company that’s a world-renowned manufacturer of acoustic guitars
- 2 Dr. Bronner’s, a Certified B Corporation that’s an iconic producer of organic soap and personal care products
- 3 Meetings with other local CEOs of Certified B Corps and worker-owned organizations
- 4 Meetings with local foundation leaders to explore impact investing

Travel Information

San Diego is a city on the Pacific coast of California known for its beaches, parks, and warm climate. Widely recognized as “America’s Finest City,” San Diego is well-known for its mild year-round weather, white-sand beaches, and some of the nation’s most popular tourist spots. Balboa Park is home to numerous art galleries, artist studios, museums, and gardens. Its harbor is home to a large active naval fleet, with the USS Midway, an aircraft carrier-turned-museum, open to the public.

A region rich in Native American history, the Kumeyaay nation is recognized as San Diego’s first people. In addition, San Diego’s proximity to Mexico and rich Hispanic heritage have helped shape its identity. Latin influences can be discovered through the region’s vibrant neighborhoods and wonderful culinary scene.

The USD Campus is renowned for its beauty and is within close distance of downtown San Diego, Coronado Island, Gaslamp Quarter, La Jolla Cove, Sea World, San Diego Zoo, and many other world famous attractions.



Meet the faculty

This Global Executive Seminar, the first Executive Education program from the University of San Diego, was conceived and is being run by three highly accomplished and inspirational professionals. They have spent their careers leading, researching, and teaching the curriculum of this seminar, managing international businesses, and forging global relationships with the experts and organizations that seminar participants will visit.

All three are faculty at the hosting institution, the University of San Diego, which was the first West Coast university to be officially designated as a Changemaker institution, and its Kroc School of Peace Studies, dedicated to preventing violence and building peace with justice.



Paula Cordeiro, Ed.D., Dammeyer Distinguished Professor of Global Leadership and Education at the Kroc School, has a distinguished academic career in social entrepreneurship, educational leadership, and philanthropy, working closely with NGOs, foundations, schools, and universities. She has lived and worked in Venezuela, Ghana, Rwanda, and Spain.

“Shareholders, consumers, investors, employees, governments, and communities are all increasingly seeking opportunities to incorporate social entrepreneurship and business for good in their operations and business practices. Through exposure to United Nations Sustainable Development Goals (SDGs), business strategies that prioritize social and environmental impact along with financial success, worker ownership models, impact investing, community development initiatives, and integrating sustainable and responsible business practices into CSR initiatives, the GES will make participants more valuable contributors to all these efforts.”

- Paula Cordeiro



Karen Henken, MBA, Adjunct Professor in strategic management, entrepreneurship, and social impact consulting at the Knauss School of Business, has an exceptional career spanning everything from international business development for high-tech companies to consulting and training in social entrepreneurship. She has lived and worked in Japan, Vietnam, and Colombia.

“We need more people who are equipped to explore new roles for government, civil institutions, and business working together to drive economic growth and systems change. It’s time to change the business paradigms to bring business, nonprofits, and government together to solve our social and environmental problems.”

- Karen Henken



Juan F. Roche, Ph.D., MBA, Professor of Practice at USD’s Kroc School and Knauss School of Business, has a 30-year career as a member of the C-Suite for large global organizations and is a sought-after business consultant, board member, and expert on socially responsible business strategies and models. Originally from Venezuela, he has lived and worked in Latin America, Europe, Africa, and the Middle East.

“There’s lots of talk in corporations today about ESG, which stands for Environment, Social, and Governance. But I’d like to see it changed to E2SG, adding Employees to the acronym. People — employees — have been mostly forgotten until now, even though they should be at the core of every corporate social responsibility action.”

- Juan F. Roche



Executive Education 2024

The USD Difference and Our Approach

At the University of San Diego, we incorporate our Changemaker mission into everything we do. We're committed to inclusivity, diversity, social justice, and the ability to make a positive difference in the world. Our goal is to empower individuals to lead purposeful lives.

This Global Executive Seminar provides on-site and real-time interaction with USD faculty and C-Suite leaders from highly successful certified B Corporations, certified employee-owned companies, and successful non-profits with social enterprises in Southern California, Spain, and Rwanda. The seminar is designed to offer networking with executives from government, business, and NGOs as part of a robust, innovative curriculum that optimizes learning.

Registration information

The deadline for an early-bird discount is November 1, 2023. The registration deadline for all other participants is December 31, 2023.

Due to the immersive and hands-on nature of the Global Executive Seminar, a maximum of 20 participants will be accepted. We encourage registration as early as possible.

sandiego.edu/executive-education/register



University of San Diego®
KROC SCHOOL

Joan B. Kroc School of Peace Studies

Joan B. Kroc Institute for Peace & Justice

5998 Alcalá Park
San Diego, CA 92110
(619) 260-7919

krocschool@sandiego.edu