ESG Reputation Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving corporate landscape, ESG (Environmental, Social, and Governance) Reputation Management has become a critical driver of business sustainability, investor confidence, and brand trust. Organizations are increasingly evaluated not only on financial performance but also on their climate action, social responsibility, ethical governance, stakeholder transparency, and sustainability reporting. ESG Reputation Management Training Course equips professionals with the strategic tools, frameworks, and real-world insights needed to build, protect, and enhance ESG reputation in a digital-first, stakeholder-driven economy.

The course explores how ESG reputation influences brand equity, corporate trust, investor relations, regulatory compliance, and crisis resilience. Participants will learn how to manage ESG risks, communicate sustainability impact, counter reputational threats such as greenwashing accusations, and leverage ESG data for strategic advantage. With growing pressure from regulators, ESG rating agencies, consumers, and global investors, mastering ESG reputation management is no longer optional it is a core leadership competency for future-ready organizations.

Programme Curriculum

ESG Reputation Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Understand ESG framework integration into corporate strategy
2. Analyze reputational risk management in ESG ecosystems
3. Develop sustainability reporting and disclosure strategies
4. Master greenwashing risk identification and mitigation
5. Build stakeholder trust and engagement models
6. Apply ESG crisis communication strategies
7. Evaluate ESG ratings and benchmarking systems
8. Strengthen corporate governance transparency mechanisms
9. Design climate risk communication frameworks
10. Implement digital ESG reputation monitoring tools
11. Enhance brand sustainability positioning strategies
12. Align ESG goals with SDGs (Sustainable Development Goals)
13. Create long-term ESG value creation roadmaps

Target Audience

1. Corporate communications managers
2. ESG and sustainability officers
3. Risk and compliance professionals
4. Investor relations executives
5. Corporate strategists and analysts
6. Public relations and branding professionals
7. C-level executives
8. Policy makers and regulatory advisors

Course Modules

Module 1: Foundations of ESG Reputation Management

- ESG fundamentals and global frameworks
- Reputation vs brand perception in ESG context
- ESG materiality assessment techniques
- Stakeholder mapping and influence analysis
- **Case Study:** Unilever’s ESG-driven brand transformation

Module 2: ESG Risk & Reputation Threats

- ESG risk identification and classification
- Reputational vulnerability assessment models
- Supply chain ESG risks and exposure
- Social backlash and reputational damage triggers
- **Case Study:** Nike supply chain labor controversy response

Module 3: Sustainability Reporting & Transparency

- ESG disclosure standards and reporting frameworks
- Integrated reporting and annual ESG reports
- Data credibility and audit mechanisms
- Regulatory compliance and global ESG laws
- **Case Study:** Microsoft carbon negative reporting strategy

Module 4: Greenwashing & Ethical Communication

- Identifying greenwashing practices
- Ethical ESG messaging and brand integrity
- Transparency in sustainability marketing
- Legal implications of misleading ESG claims
- **Case Study:** Volkswagen emissions scandal

Module 5: ESG Crisis Communication Management

- ESG crisis lifecycle and response strategy
- Media handling and stakeholder communication
- Digital crisis escalation management
- Reputation recovery frameworks
- **Case Study:** BP Deepwater Horizon environmental crisis

Module 6: ESG Digital Reputation Monitoring

- AI-driven ESG sentiment analysis tools
- Social listening for ESG narratives
- Online reputation dashboards and KPIs
- Influencer and media ESG impact tracking
- **Case Study:** Tesla ESG sentiment volatility analysis

Module 7: ESG Governance & Leadership Strategy

- Board-level ESG accountability structures
- Ethical leadership and governance transparency
- ESG-linked executive performance metrics
- Corporate culture and compliance alignment
- **Case Study:** Patagonia’s purpose-driven governance model

Module 8: Future of ESG & Sustainable Value Creation

- ESG investment trends and stakeholder capitalism
- Climate transition strategies and net-zero roadmaps
- Circular economy and sustainability innovation
- ESG integration into long-term business strategy

- **Case Study:** IKEA circular economy transformation strategy

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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