



HOW TO

MERGE SUCCESS AND SOCIAL RESPONSIBILITY

Your CSR strategy toolkit

Start typing here...

What is your business's product/ service?

[Grey input box for business product/service]

What is your business's core purpose? (your reason-for-being beyond making money) What is the common cause or set of values that unites people within your organisation?

[Grey input box for business core purpose]

Who is your consumer? Do they care and if so, about what?

[Grey input box for consumer information]

Which of the following types of CSR initiative could your business benefit most from, given your consumer, product and purpose?

TYPE	THINK
 <p>VOLUNTARY HAZARD ELIMINATION: Eliminate potentially harmful production practices, regardless of whether they are <u>required by law</u>.</p>	<input type="checkbox"/> Customer satisfaction?
 <p>COMMUNITY DEVELOPMENT: Create a <u>better environment for your workforce</u> or a chosen community to live and work.</p>	<input type="checkbox"/> Employee engagement and retention? <input type="checkbox"/> Employee skills development?
 <p>PHILANTHROPY: Make monetary contributions that provide aid to local organisations to assist underprivileged communities.</p>	<input type="checkbox"/> Opportunity to market? <input type="checkbox"/> Investor and client attraction?
 <p>SOCIAL EDUCATION AND AWARENESS: Use the <u>attention of your company's audience</u> to exert pressure on other businesses to adopt socially responsible behavior.</p>	<input type="checkbox"/> Research and business development?
 <p>ENTERPRISE AND SUPPLIER DEVELOPMENT (ESD): Contribute to suppliers or small enterprises either within your value chain or the broader economic landscape.</p>	<input type="checkbox"/> Consumer base expansion? <input type="checkbox"/> Business sustainability management?

Write your TYPE here:

[Grey input box for writing the chosen type]

DESCRIBE YOUR CSR INITIATIVE IN TERMS OF:

1. IMPACT:

Who does the initiative impact and how does it impact them?

2. EMPLOYEES

Who from your business is involved in the initiative and how? Describe each employee's role in establishing and maintaining the initiative.

3. BUSINESS

How does your business benefit? Consider all the points in the "THINK" column above. Connect every aspect back to how it impacts your business's bottom line.

Finally, make sure you can tick all of the following boxes pertaining to why your CSR initiative is **SUSTAINABLE**:

THIS CSR INITIATIVE WILL LAST BECAUSE:

- It is connected to my business's core **purpose**. My colleagues are united by a set of values which will make this initiative appealing and engaging to them.
- It is connected to my business's **product or service** OR It is connected to one of the main functions/capacities of my business. The employees involved will therefore have the skills to ensure its success.
- It will benefit my business's **bottom line**. There will therefore be a strong interest in making it last.

How to pitch your Corporate Social Responsibility idea to your boss

Now that you have conceptualised and mapped out your CSR strategy, you can present it to your boss and/or colleagues. Use the format above to lead them through your thought process.



ADVANCE YOUR CAREER AND
**SECURE THE SUCCESS
OF YOUR BUSINESS**

Become an invaluable member of your organisation,
with an online short course from a top-tier university.

VISIT [GETSMARTER.COM](https://www.getsmarter.com)