

CORPORATE SOCIAL RESPONSIBILITY (CSR)

PROGRAM THAT THRIVES

There are real benefits to having a robust, well-coordinated CSR program. Numerous studies are showing CSR programs to have a positive effect in creating brand recognition, heightened investor interest, talent recruitment and lowering staff attrition.

So where to begin?

Make sure your company has a set of values and a purpose for how they will work in the community. You need to decide what it means for your company to be a responsible corporate citizen and where you want to invest those efforts.

Successful CSR programs are often aligned with the business. E.g., if you're involved with food and grocery, you might focus on working & volunteering with a local foodbank. If you're a software company, your team may teach children in underserved communities computer skills.



Understanding your corporate values is important to know where and how to work within your CSR Program. It will drive decisions around:

- matching gift programs
- volunteer activities
- corporate grants

And can help you define the culture your business aspires to.

Whatever path you choose, it's a good idea to survey your employees and find out what they value as well. It's the shared values of everyone in your organization that will help drive a successful, highly participatory CSR program.



Companies that focus on benefiting society either through the products and services they produce or the philanthropic programs they and their employees engage in are now placed in greater esteem than companies operating only for the benefit of financial profit.



The main purpose of your CSR program according to the Harvard Business Review should be to “align your companies social and environmental activities with its business purpose and values.”

The first step of your CSR program is to understand what your company and its employees' value most and which societal challenges could benefit from your employees and organizations expertise and participation.