



**BUILDING SOCIALLY
RESPONSIBLE BUSINESSES
ONE LEADER
AT A TIME**

Business Service Corps, LLC (BSC) assists high performing for-profit companies to develop, organize implement and measure community outreach programs.

Connect~Serve~Inspire~Measure

www.BusinessServiceCorps.com

Women owned and operated business supporting sustainable business practices

**CORE Colorado
Breakfast**

July 20, 2011



Write down four reasons why you give to charity:

- Volunteer
- Donate
- In-kind
- Pro bono

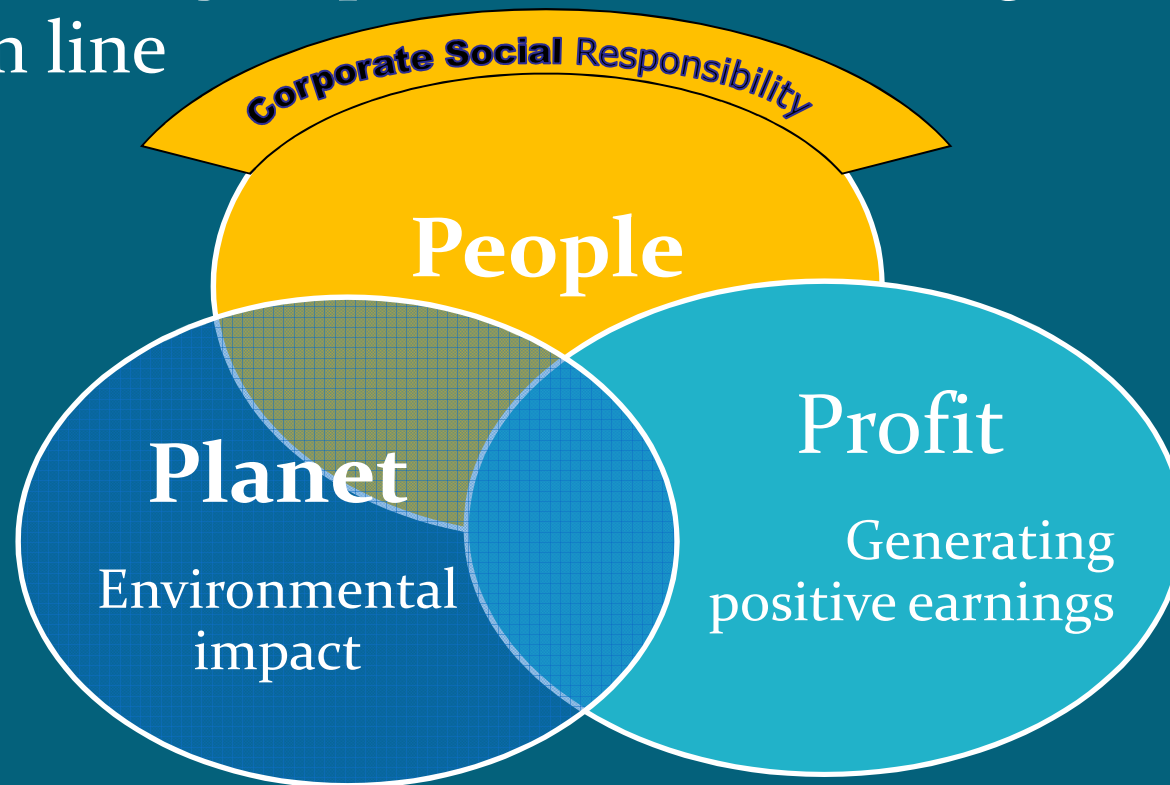
What are the four reasons Corporations give?

- It's the right thing to do
- Helps Corporate Image – Mitigate Risk
- Our competitors are doing it
- Tax purposes

How can you merge individual giving goals with business strategy?

Defining Words

- Sustainability, triple bottom line, integrated bottom line



More Defining Words

- Business Profits vs. Philanthropy
- Writing a check vs. It's more than giving
- Corporate Social Responsibility vs. Creating Shared Value

Creating Shared Value

- Definition: Shared value is created when companies generate economic value for themselves in a way that simultaneously produces value for society by addressing social and environmental challenges.
- Examples:
 - Large engineering firm: STEM program
 - Hotel and environmental educational nonprofit
- A “Social Innovation Strategy”

Corporate Social Responsibility

Shareholders

Customer

Community

Employees

Supply Chain

Social Innovation Strategy

Vision~Strategy~Implement~Measure

Positive
Social
Impact

Global Citizenship
Collaboration
Leadership

Sustainability
and
Measurement

Stakeholders

Facts and Stats

Why is CSR good for business?

- 93% of CEO's believe sustainability is crucial in the success of their business.
- MBA students entering the work force are willing to sacrifice as much as \$8,000 to work for companies that carry a reputation supporting ethical practices.

More Facts

- 81% of consumers want to know how companies support social and environmental issues
- *A sample poll of Metro Denver business professionals:*
- 93% believe their company has a responsibility to give back to the community, while
- 46% believe their company was not doing enough.

Building Blocks to Creating Shared Value

Employee Community Engagement Program

Vision

Make it BIG ...
Make it
FOCUSED

Assess company mission
with philanthropy goals
SET GOALS

Identify core competency
of business

Understand goals and set
milestones

Strategy

Tactical Solutions and Communication

Align community partner and
empower stakeholders

Impact teams, develop
leaders, promote innovation
and creativity

Define project focus,
timeline, goals and milestones

Inform stakeholders,
empower employees and
champion the movement

Implement

TAKE ACTION!

Connect with community
partners

Educate workforce and
engage stakeholders

Service days! Give time,
talent, treasure

Inspire, it's more than giving

Measure

Success and Sustainability

Gather facts and statistics,
results are actively
measured

Qualify
Quantify
Knowledge from
engagement

Evaluate performance
successes and challenges
are brought to scale

Progress communicated
both internally and
externally

Manage 360 assessment
matrix, impacting annual
report, GRI and ISO
26000 guidance

How can you merge individual giving goals with business strategy?

- Social Innovation Strategy
 - Vision, Strategy, Implement, Measure
 - Align corporate business goals with charitable partners.
 - Create high impact innovative employee driven community programs.
 - Champion, measure and report the social change in our communities