

# CSR+ Strategy to Implementation

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Our role is very simple, and that is to operate from strategy to implementation. It means creating CSR as an organisational or corporate idea and ideal to working models and staged events, awareness, learning and development workshops where the purpose is promoting action.

We also provide you with a powerful set of diagnostics to measure awareness of your CSR activities and its relative penetration within your organisation, your supply chain, your customer base and the community.

## Model for CSR

We have developed a model and a set of diagnostic tools to help you measure those issues which may be important for you to benchmark re CSR in the community and the environment.

Most notably, we focus on the response, opinions and attitudes of those who have valuable experiences to share regarding your relative presence and standing. This data can form a great base line which tells you how you are doing 'currently' and which can easily be developed into a performance management tool for future use.

## Flowing Process Model – starting with the end in mind

Our model is based on an extensive flow process model of importing resources external to the organisation, processing input to provide the service and exporting the service or products to external customers and end users. There are numerous other organisational and people issues build into the model and these only become apparent after completing our standard questionnaire.

Any organisation can use our model and our questionnaire, whether your core business is producing quotes and underwriting leases for cars or individual life insurance, whether you provide consultancy advice in accounting, engineering or sports coaching, or whether you sell Hotel room accommodation, advertising space or more tangible material goods such as commercial vehicles or white goods through a retailer network or the internet. If you are a manufacturer, or manage conference facilities, sell memberships of health, wine, book clubs, caravans or motor homes – it makes no difference: you will have an impact on the community and the environment and we can provide and design suitable CSR to meet your immediate and future needs.

## The CSR Process

We have outlined a four step model below – this is for the larger organisational event where the organisation wants to ensure that the synergies and energies and commitment of the participants in the event will be absorbed into the culture of the organisation. We can help you create this event into a process of continuous improvement by training internal facilitators on keeping the initiative alive and sustaining the momentum and impact of the change.

If required, we can support you in detailing materials and the event and process to better represent your standing, reputation and image which can be used for press and media release, customer, investor, government relations, now and in the future.

We can equally design smaller less intense events to promote what you consider the degree of CSR you want to promote in a cost effective manner to enhance your standing and your reputation.

#### **Stage 1: Scoping CSR Project**

- Agree project scope and timeframes
- Focus on core issues for change i.e. community and environmental issues
- Survey data and feedback to Client on options

#### **Stage 2: Developing the Event and the Processes supporting it**

- Work on possibilities for major benefits for the client and other groups
- Scope out resources required
- Engage with necessary groupings to ensure 'expectations are managed'
- Design and detail the process that support KPI's of CSR event success
- Agree process, and develop internal facilitators to orchestrate CSR events
- Document all activities to be completed
- Develop and oversee communication plan for conveying CSF's
- Prepare managers at all levels for their participation

#### **Stage 3: Facilitate the event**

- Project manage the event as a sequence of steps in a process
- Prepare to deal with unexpected responses
- Motivate to go beyond current perceptions
- Reinforce leadership behaviour
- Reinforce learnings
- Summarise event and the way forward

#### **Stage 4: Review Progress and set up Continuous Improvement**

- Agree composition of a Steering Group and individuals to oversee the changes are implemented
- Feedback to Client on progress, lessons learned and methods to sustain the changes.

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