



LEAD BEE

LEADERSHIP DEVELOPMENT

Your Guide To
**BECOMING A
RESPONSIBLE
BUSINESS**

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SETTING THE SCENE

There is an increasing pressure on businesses to act responsibly and do more for their people, customers, communities and the environment. It is more important than ever for organizations to have a Corporate Responsibility (CR) strategy in place. Often the responsibility to act falls on HR, OD and L&D professionals who already have limited budgets, time and resources to go around. That's why we created this workbook, to distill the complexities of CR and guide you through the process of introducing and implementing CR within your organization.

We understand there is an overwhelming amount of information about CR and many professionals report a sense of paralysis on what it all means and what they need to do with it. We hope that on completion of this workbook, you will feel reassured that the smallest of actions really do add up and that you are inspired to act.

How To Use This Workbook

We suggest working with your colleagues and/or relevant stakeholders in your organization as you go through the content, questions and exercises provided. The activities in this workbook are designed to be thought provoking and to guide you through the process of establishing a CR strategy step by step. It's unlikely you'll do this in one sitting.

We encourage you to work through each section separately, take time to digest your discussions and learnings, and then re-group. A well thought out CR strategy takes time. You'll of course find you get more momentum from having a senior sponsor to champion these efforts.

We'll be here for help along the way so please do reach out to us with any questions.

Let's Start At The Beginning...

CR has been given many titles over the years: Corporate Social Responsibility (CSR), Environmental Social Governance (ESG), Sustainability, Purpose, Citizenship, Social Impact and Philanthropy are just a few. The truth is, an entire profession has struggled to agree to one term. Professional Services businesses generally use 'Corporate Responsibility', Finance 'ESG' and Media 'Social Impact and Sustainability'.

Despite the disagreement, the concept remains the same: *businesses taking ownership of the impact they make and making decisions with their people, environment and wider communities in mind.*

Our advice is to take a look at the general trend in your sector, pick your term and don't overthink it.

Corporate Responsibility Simplified

Corporate Responsibility is taking ownership of the impact your business makes and making decisions with your people, community and wider environment in mind.

When we think about Corporate Responsibility it's helpful to break it down into 3 areas:

- ✓ **ENVIRONMENTAL:** the decisions a business makes to protect the natural environment for current and future generations.
- ✓ **SOCIAL:** the decisions a business makes with its stakeholders in mind. This includes how it treats employees, clients, customers and wider communities. It includes having a diverse workforce and inclusive workplace, engaging with the community and helping to address wider social challenges.
- ✓ **GOVERNANCE:** the decisions a business makes on how it operates and the systems it puts in place to ensure accountability and transparency. It includes ensuring board diversity and independence, fair pay at all levels, transparent tax practices and anti-corruption and bribery measures.

In practice, CR means sharing money, time, resources and skills with those in need. Usually this is through charitable giving, environmental practices and volunteer opportunities.



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