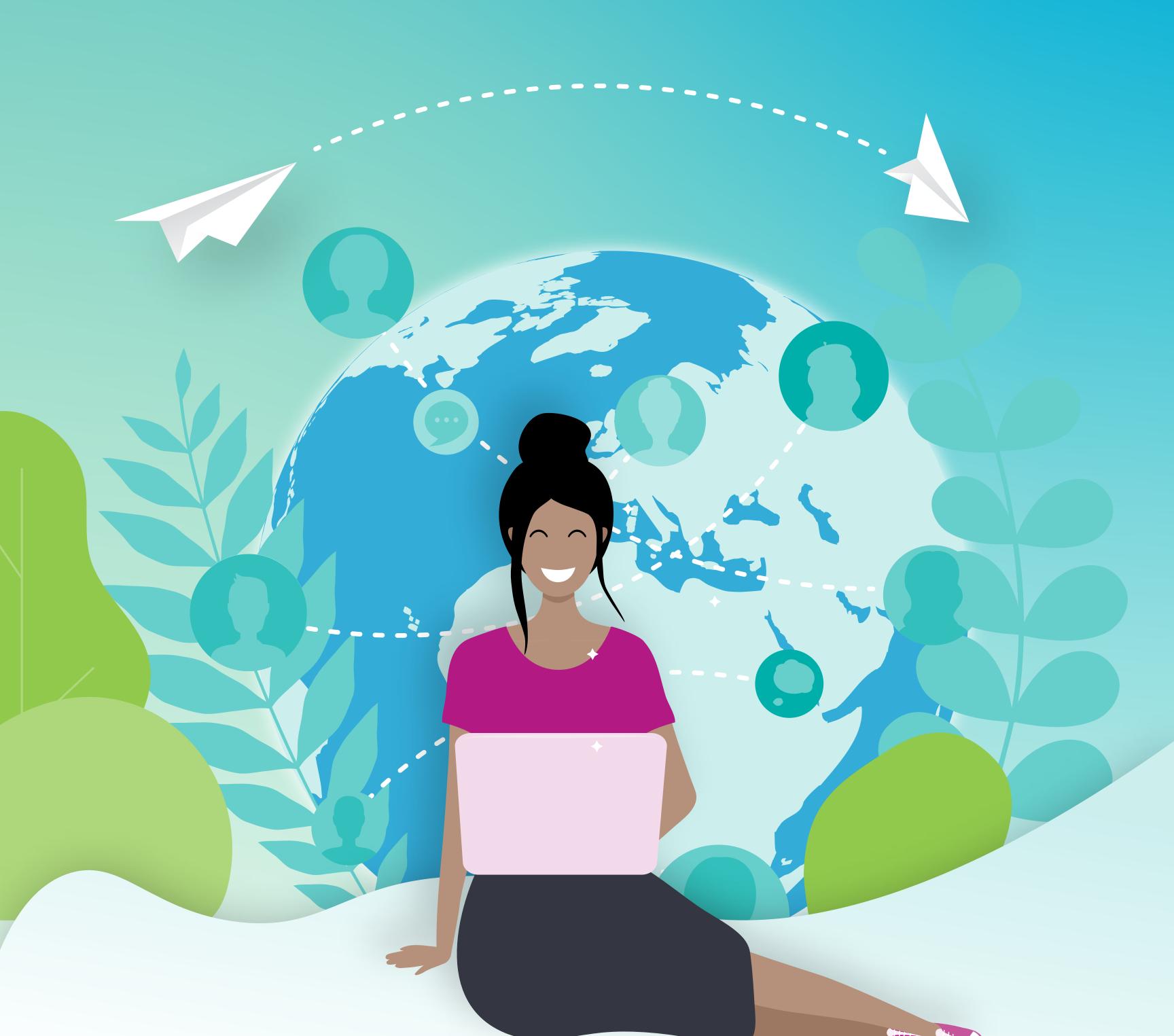


Corporate Social Responsibility

More companies now realize the way they do business can be as important as their bottom line. In fact, the two may be related. Doing good doesn't have to come at the cost of doing well.

It wasn't always this way. How did we get here?



YEARS AGO ...

"What does it mean to say that the corporate

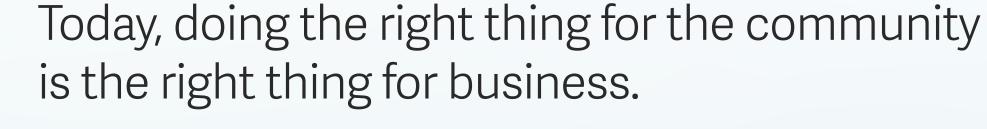
Economist Milton Friedman wrote:

executive has a 'social responsibility' in his capacity as businessman? If this statement is not pure rhetoric, it must mean that he is to act in some way that is not in the interest of his employers." As a result

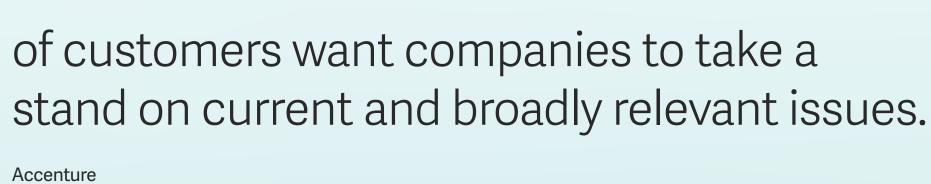


"SHAREHOLDER VALUE" became the mantra and defining purpose

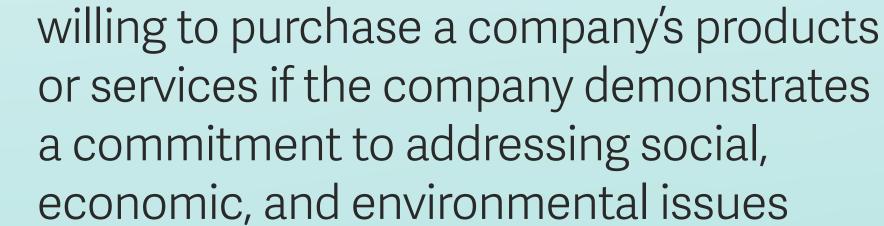
for many businesses.



Things have changed . . .



62%



Smartrecruiters.com

of consumers say they would be more

product because a company supported an issue they care about.

of consumers say they would purchase a

90%

02

04

Businessdaily.com



Put diversity and inclusion at the forefront of business strategies and recovery plans.

Prioritize skills and fit over experience and education

- in hiring new workers. 03 Provide training on unconscious bias and its impact.
- faced by the communities where you live and do business.

Align company mission to the broader equity issues

Contact us today

Want to learn more about Corporate Social Responsibility?

