

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?



50 YEARS AGO . . .

Economist Milton Friedman wrote:

"What does it mean to say that the corporate 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 . . .

Today, doing the right thing for the community is the right thing for business.

62%

of customers want companies to take a stand on current and broadly relevant issues.

Accenture



77%

of consumers say they would be more willing to purchase a company's products or services if the company demonstrates a commitment to addressing social, economic, and environmental issues

Smartrecruiters.com



90%

of consumers say they would purchase a product because a company supported an issue they care about.

Businessdaily.com



Corporate Social Responsibility: How to Get Started

- 01** Put diversity and inclusion at the forefront of business strategies and recovery plans.
- 02** Prioritize skills and fit over experience and education in hiring new workers.
- 03** Provide training on unconscious bias and its impact.
- 04** Align company mission to the broader equity issues faced by the communities where you live and do business.

Want to learn more about Corporate Social Responsibility?

Contact us today