



# Shift Happens



Creating  
**Responsible**  
Companies

The only podcast that makes **Corporate Social Responsibility (CSR)** easy!

## Episode #2:

### “Shift Happens! 5 Global Trends That Made CSR Mainstream in Business and Why This Info Should Be a Tool in Your Management Toolbox.”

Changes in the world, and trends in the world of business, have provided many opportunities for companies to modify and grow themselves in a direction that benefits all stakeholders. This tool provides a synopsis of some of the biggest trends in business and a quiz to help you assess where your company stands in response to these trends.

#### In this episode of the **Creating Responsible Companies** podcast, we cited **5 Trends**:

1. Significant changes in the world due to world population growth, the food-energy-water nexus, a middle class with more disposable income, and our disposable economy.
2. Companies are offering more intangible items than ever before, which may seem that these businesses require fewer natural resources. However, all products and services, either tangible or intangible, have environmental and social impacts and opportunities.
3. Access to internet and 24/7 news has put companies in the spotlight. Companies are now expected to be more transparent, have an online presence, to share the good and the not-so-good about how they operate their business.
4. For the first time in history, there are 5 generations in the workplace. Each generation brings different expectations and ideas of how companies should run, with an increasing interest in a company’s social and environment among Millennials, and even moreso, Gen Zs. Thus transparency is vital to attract and retain up-and-coming Millennials and Gen Z employees.
5. Corporate reporting is no longer about just the financial bottom line. Environmental and social standards are being adopted by many companies as their CEOs realize the long-term value of these reporting practices. As a result, many organizations have been created to help stakeholders understand and evaluate companies’ sustainability reporting.



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### How you and your company can benefit from these articles

Take a look around at your own company. Who is in your workplace? Who are you trying to attract and retain? If you were to share your company's social and environmental responsibility actions, would it benefit your hiring or attract new customers? Are these trends affecting how your company makes purchasing decisions? Could they even influence where you work?

And look personally – what products are you buying? Do any of the topics we mentioned today impact your buying habits? We'd love to hear your story!

1. How will the increased demand for energy and water, and likely increasing costs and availability, affect your company?
2. Since younger generations are buying fewer tangible items, how is your company prepared to offer more experiences or other intangible products or services?
3. Companies are doing great things, but they're not telling their stories. How is your company telling your environmental and social stories?
4. With 5 generations in the workplace, there are many opportunities to benefit from the differences each generation brings. How is your company embracing the 5 generations?
5. A good place for any company to start exploring its Corporate Social Responsibility (CSR) journey is the United Nations Sustainable Development Goals (SDGs), which provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. How could your company align its efforts to these ready-made goals? See the SDG graphic to evaluate how your company can make a contribution to these global needs? More at [sustainabledevelopment.un.org/sdgs](https://sustainabledevelopment.un.org/sdgs)



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We'd love to know if these questions prompt you to think about how you can start or advance your company's CSR journey. Go to [destinationbetter.com](http://destinationbetter.com) and click on "Say Hello!" and either send us an email or leave us a voice mail. With your permission, we'd love to share your input in future episodes. Let us know at [www.destinationbetter.com](http://www.destinationbetter.com).