CORONAVIRUS: 5 Questions to Guide Your CSR Response

WHO CAN WE TAP INTO TO HELP THE CAUSE?
- Relationships: connections, speed of getting things done
- Stakeholders: suppliers, board of directors, nonprofits

WHAT RESOURCES INHERENT TO OUR COMPANY CAN WE CONTRIBUTE?
- Skills and Knowledge: how to get things done, intellectual property
- Tangible business assets: products, machinery, facilities
- Financial resources

WHEN SHOULD WE RESPOND? NOW OR LATER?
- Both: consider short-term, mid-term and long-term needs and resources

WHERE: WHICH OF OUR LOCATIONS NEED THE MOST SUPPORT?
- Location-specific: community needs

WHY CREATE A CSR RESPONSE?
- Foster relationships: employees, suppliers, customers
- Elevate your brand, reputation: be a hero in your industry
- Flatten the dip for my company

Step-by-step guidance in Episode 14 of the Creating Responsible Companies podcast
DestinationBetter.com/14

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