

## **What to Look for in a Corporate Social Responsibility Consultant**

When business strategy determines that it is time to alter, expand, or better leverage social investments and civic relationships, engaging an outside expert, for a FINITE period of time, is highly beneficial.

This issue of *Hartz & Minds* will articulate why Corporate Hartz, LLC is an ideal partner for strategic planning, program development, and inter-sector work.

### **Capacity Building**

- It is our goal to bring subject matter and experiential expertise to businesses; develop a vision, strategy, program, and plan for leveraging inter-sector partnerships; then turn attention to other companies.
- Restated, it is NOT our goal to sell follow-on work ad infinitum.
- With each client, we invest in advising (hiring if necessary) the functional team and operational leadership who implement recommendations.

### **Broad Experience**

- Industries: retail, manufacturing, financial services, media, hospitality, professional services sector, telecom, pharmaceutical, utilities, high-tech
- Impact areas: sales, product development, green operations, post-merger integration, cost containment, employee development, and civic relations
- Verticals: operations, marketing, human resources, communications
- Non-profits and family foundations
- Client size ranges from 0 to 350,000 employees
- Geographic footprint ranges from Atlanta to national to worldwide

### **Deep Experience**

- 4 years strategic consulting with for-profit and non-profit organizations
- 4 years in-house Corporate Social Responsibility roles
- 13 years leading Corporate Hartz in CSR and family philanthropy work
- MBA with a concentration in public policy

### **Collaborative Process**

- Internal and external research, guided by clients
- C-suite interviews, information gathering, and analysis
- Deep teamwork with CSR leaders
- Engagement from functional or operational leadership seeking the most benefit from this investment in the nonprofit sector
- Ongoing discussions with leadership team as recommendations evolve
- Direction on how to move forward in the near and long terms

## **Business and Societal Impact**

- At Corporate Hartz, we lead with our brains and follow closely with our hearts; one without the other is useless.
- Virtuous cycles, with company investment producing social change, and social change improving business results - in one or more functional areas, operations, products, or geographies
- Greatest results can occur within the employee population and local areas where products and services are made, sold, and used
- Our work is our passion!

Even though most of us have not been in school in a long time, and our fiscal years vary, summer is still an excellent time for reflection, affirmation, and reengagement in what is important in our professional and personal lives. Please think about your role in making a difference at work, at home, and in society; I know I will.

Best, Jennifer Levine Hartz, President, Corporate Hartz, LLC