Who Says There's No "I" in Team?
Hartz & Minds 44

Social responsibility is part-and-parcel of successful and sustainable business success. Companies of all industries, sizes, geographies, and ownership structures are expected to bring their assets to bear to address important civic needs and wants. Further, they are best suited to make a difference in areas germane to their business – it's a win-win.

When Corporate Hartz works with client teams, we take an **I-centric** approach:

Issues we seek to address by capitalizing on opportunities, or fixing challenges
*Employee attraction, development, engagement, retention, diversity, health
*Increase sales of specific regions or products/services
*Decrease costs through environmental efficiency projects and enhanced teamwork
*Brand awareness, profile, authenticity, and value
*Ensure long-term sustainability of the entire organization (supply chain, regulatory)

Insight from broad & deep research, data analysis, stakeholder input, and experience
*Industry benchmarking and best practices
*Stakeholder interviews; data and information examination
*Cost/benefit analyses to prioritize our work and develop financial pro formas
*20+ years of experience

Intentions directing purposeful action to achieve meaningful civic and business impact
*What are our goals? Near-term? Aspirational? What is our *unique* added-value?
*What has to change for us to move in a directed fashion towards our goals?
*What actions do we expect each person in the system to take?
*How do we measure success? How will we respond to headwinds?

Investment is required to reach goals and support continuous improvement
*Time, attention, collaboration, training, and communication
*Money, other company assets (expertise), and often products and services
*Personal and political capital
*Rewards and recognition

Identify audiences, messages, and vehicles for internal and external communications

Integrate and **Institutionalize** CSR programs into existing structures, and programs
*MANTRA – minimize new processes; leverage what already works

Clearly every engagement is unique, but some level of cross-level, cross-functional, cross-LOB, geographically diverse input generates the best results and begins the process of syndicating the improvements, expectations, and goals. **That's what "I" know!**