



Why Social Responsibility (SR) is Vital to Your Association's Competitive Advantage

Sunday, March 7, 2010
2:45 - 4:00 p.m.

Content Leader:
Ann Ranson, president, CSR-3 Marketing

2010 Great Ideas Conference
Colorado Springs, CO

All contents copyright 2010, ASAE & The Center for Association Leadership, except noted selections which have been reprinted with permission of the copyright owner.

What to DO Next Monday Morning?

Involve your people: Ask every supervisor to suggest 2 things they and their people could do to be more socially responsible. Idea starters: bring real glasses and cups from home to use instead of Styrofoam; turn off lights and/or monitors when not in use; start a “share the good news” 10 minute meeting to start each week or month; look for opportunities to support, train and encourage each other.

Reduce waste: Set up a company-wide paper recycling program. Ask your cleaning service if they can provide the containers and dispose of the waste properly. Encourage two sided printed, using the back side of discarded paper for internal documents and scratch paper. Recycle your printer/toner cartridges - Office Max and others offer a cash credit or supplies as a reward.

Support the community: Respond favorably to at least one request to sponsor a local event: uniforms for the little league; manpower for a park clean-up; matching funds for an employee requested charitable event.

Set the tone: Executives: schedule 30 minutes *per week* to think, write & share your vision. Think about: what social responsibility looks like in your organization; your legacy - what do you want to be known for when you're gone; what you want your company to be known for in the community? Use Covey's advice – focus on what's important, not just reacting to the urgent. Use the BL³ Strategy Wheel to jumpstart your thought processes. Visit www.bsr.org for info on the biz of social responsibility.

Focus on customer needs: Review sales training to assess the degree of customer focus in your sales process. Is the expected sales cycle in line with your customer's needs and decision making process? Are you really listening to your customer needs? Implement small steps that you can take to move towards them.

Socially responsible investing: If you have a retirement program or 401k, ask your provider to include at least one socially responsible fund in the menu of choices. Hold annual meetings to help educate your people on investment options.

Build awareness: Investigate cause marketing as part of your overall marketing strategy. Find out what issues are important to your stakeholders, pick one and support it in a big way and find ways to involve them in your efforts.

Save on energy bills: Ask your facilities management to review energy efficiency: heating and air conditioning temperatures; solutions for 'hot and cold spots'; weather proofing to reduce temperature exchange; replace burned out light bulbs with energy efficient LED light bulbs. If considering moving to new space, research energy-saving features and green buildings.

New market opportunities: Follow trends closely: research and identify new opportunities in the market for products and services that appeal to conscious capitalists and the green movement. Look at other important and emerging diverse markets: Hispanics, women, GLBT.

Have fun: encourage celebration of successes, progress and personal triumphs or milestones. Design physical spaces or blocks of time to maximize creativity, interaction and innovation. Find opportunities for synergy between departments.



Bottom Line³™ : Strategic Planning Wheel

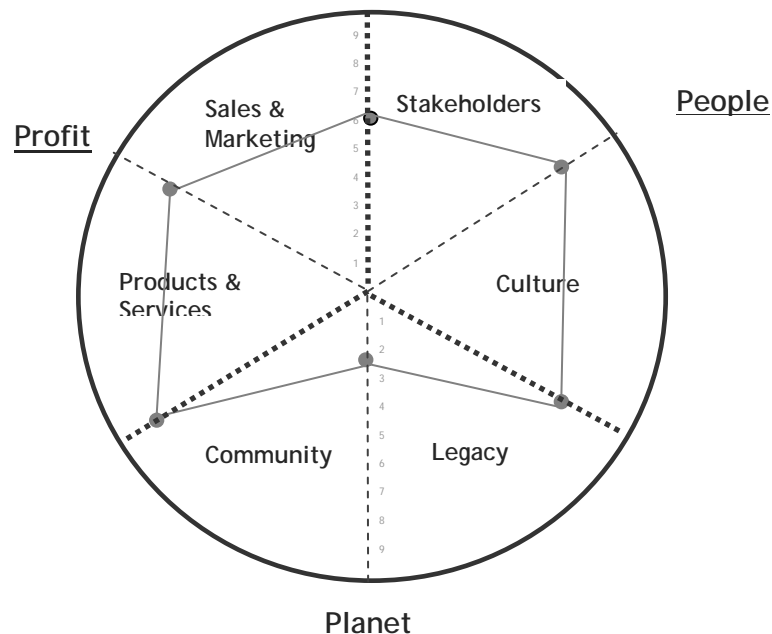


The Bottom Line³™ Strategy Wheel is an assessment tool designed to help you identify areas of strategic opportunity for your organization.

Using the Wheel:

1. Start by thinking about your organization, its strengths, weaknesses and potential opportunities.
2. Look at the Strategy Wheel to become familiar with it. Read the key words associated with each dimension. The dimensions are: stakeholders, culture, legacy, community, products & services and sales & marketing.
3. Rate your organization on what strategies you have in place NOW for each of these dimensions and how satisfied you are with the execution of the strategy for that dimension.
4. As denoted by the numbers on the axes within the wheel, 1 is the lowest rating with 9 as the highest.
5. A brief description of each dimension is listed above the Strategy Wheel on the next page or the back of this page.
6. Place a mark along the axis within each section of the pie, and to the right of each dimension name. Then connect each mark in each dimension to one another, forming a sort of spider web effect. Refer to the sample Strategy Wheel below. Please note that the dimensions are divided by dotted lines to acknowledge that some attributes of each dimension may overlap into another dimension.
7. Look at each dimension, and the score you assigned it. Which of these dimensions do you feel is most important? How would you rank the 6 dimensions based on their importance. Then, using the supplied form, write down, in as much detail as possible, what a #10 would look like for that dimension.

Sample
Strategy Wheel



The Bottom Line³™ Strategy Wheel

People:

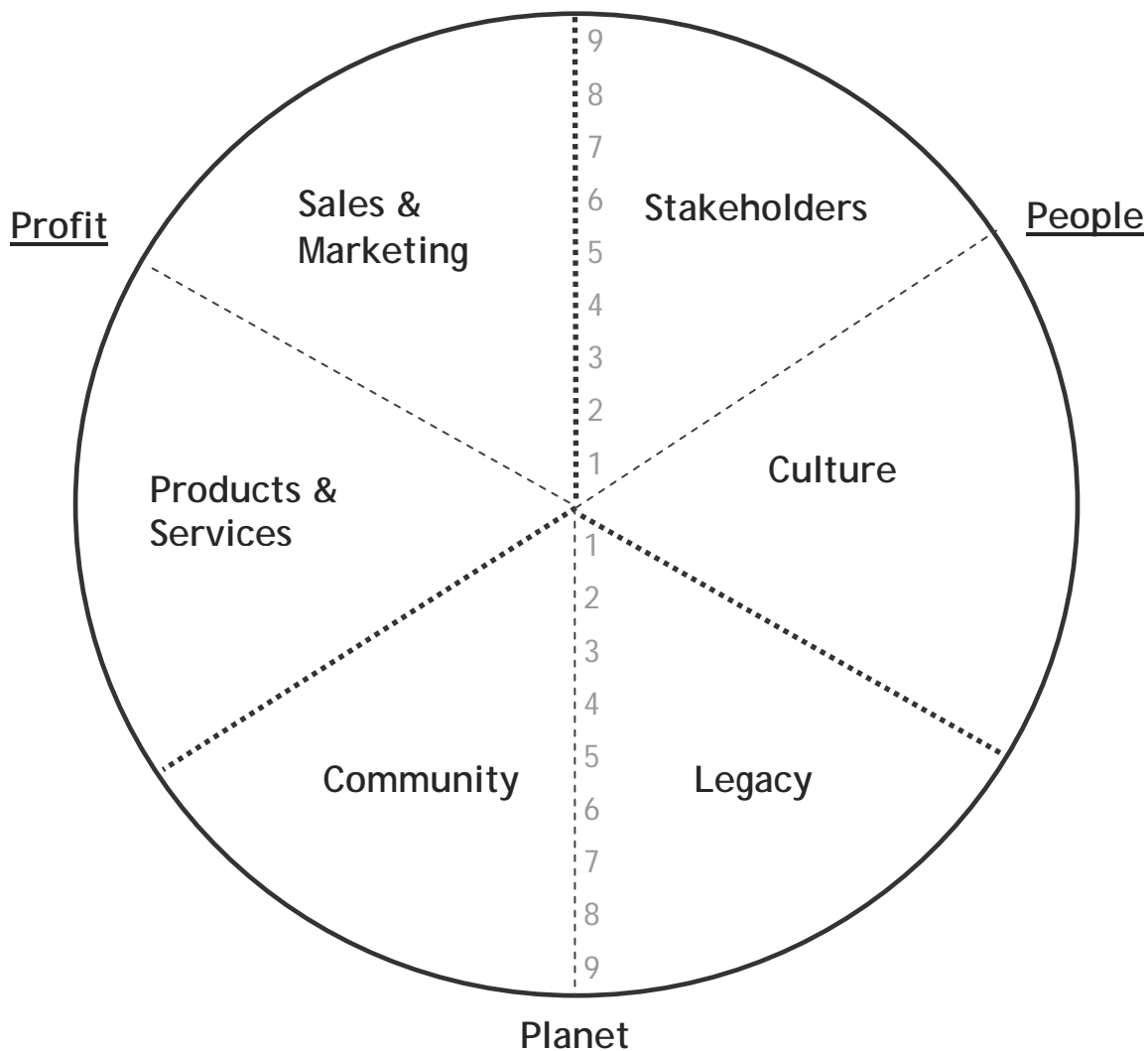
- **Stakeholders:** employees, customers, vendors and share owners; training, compensation, fun, partnership, collaboration, communication, inclusion, supplier diversity, engagement, retention
- **Culture:** benefits & perks, supportive, team, vision, servant leadership, recognition, candor, élan vital, trust, expedite, stress,

Planet:

- **Legacy:** leadership succession, long-term impact planning, what does management want to leave being known for, leadership development, mensch, live vs. leave a legacy,
- **Community:** common-unity, involvement in the community, service work, contributions to causes, SR investing and purchasing, environment, social activism & justice, strategic philanthropy

Profit:

- **Products & Services:** new product and service developments, quality control, real market needs, creativity & innovation, trends, research
- **Sales & Marketing:** Long term and short term sales strategies, brand and market strategy, reaching diverse markets, cause marketing, authentic, value, remarkable, trust



--

Community/Philanthropy: (Score ____)

Products & Services: (Score ____)
--

Sales & Marketing: (Score ____)
--
