



LIFE SCIENCE CARES  
boston

# Corporate Social Responsibility

Tips & Tricks for Building a  
Successful Program



---

# 01. Align with values

- What are you proud of? What do you want to further integrate throughout company?
  - Explains why being socially responsible important to the company
  - Look inward and find parity
  - Look at LSC Areas of Focus & nonprofit partners
  - Don't need all activities to address same social issue while building a coherent portfolio that addresses needs of community
- 



# 02.

## Getting employees engaged

- Promote value alignment: employees know you have a purpose and you're committed to building a culture around shared values
- Include range of employees in the conversation
- Keep up the momentum with consistent programming

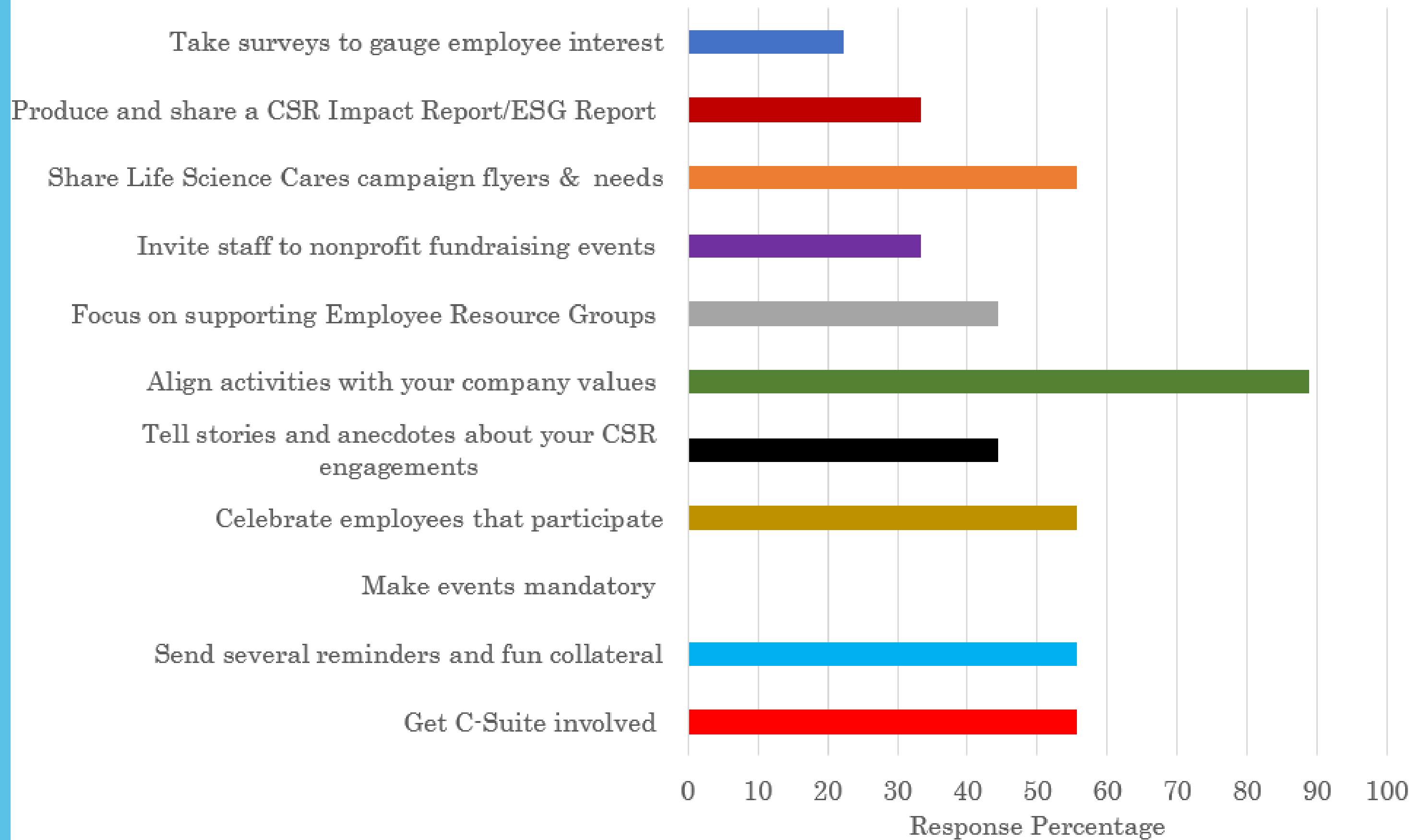


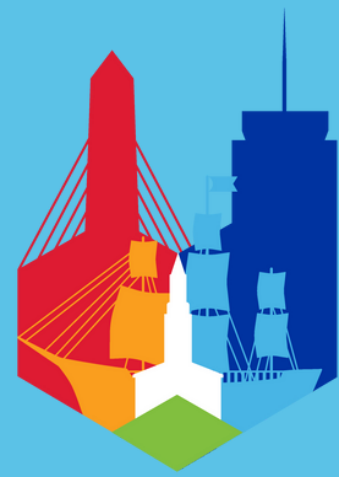
### IDEAS:

- **SHARE DIGITAL BROCHURE** WITH SOME TEAM MEMBERS & HEAR WHAT ORGANIZATIONS INSPIRE THEM
- **TAKE OUR PLEDGE** AND INSPIRE YOUR TEAM TO HELP YOU FULFILL YOUR COMMITMENT



## Techniques For Engaging Employees





LIFE SCIENCE CARES  
boston

## Discussion Questions

- 1) Which of your company values resonates with your CSR strategy, or how you envision your CSR strategy developing? What type of Give Back or volunteer activities have you engaged in previously that you could tie to one of these company values?
- 2) What types of strategies have you used to get employees excited and engaged in your CSR activities? Have employees of all levels been engaged? What types of activities can you imagine would bring everyone together? Have you had any challenges with getting employees involved?

# 03.

## Celebrate your success

- Take pictures & collect anecdotes and quotes from participants
- Tell the story about not only what you did, but why you did it--internally & on your website
- Be transparent about your community investments with LSC and our nonprofit partners
- Eventually, social impact can be key to your brand story, further amplifying your commitment to social impact



### IDEAS:

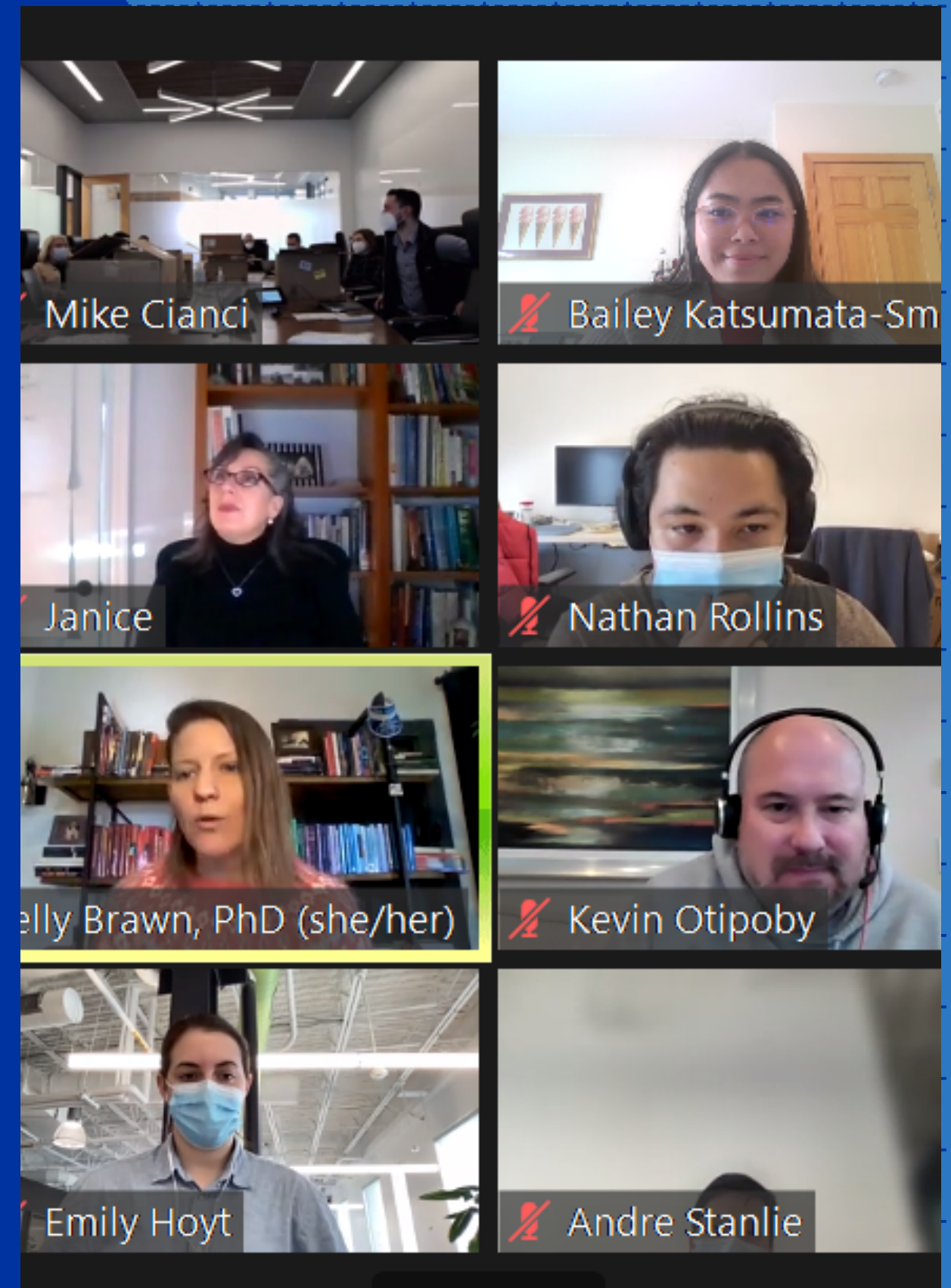
- **NOMINATE A LEADER OR YOUR COMPANY FOR A WORLD SUSTAINABILITY AWARD | APRIL 22**
- **NOMINATE YOUR COMPANY FOR A BU CORPORATE CITIZENSHIP INNOVATION AWARD | MARCH 25**
- **LET LSC SHOUT OUT A TEAM MEMBER WHO GOES THE EXTRA MILE**



# 04.

## Catalyze your culture

- Want all levels of employees excited about vision for CSR strategy? Having leadership involved opens permission structures and motivates others to participate.
- If CSR efforts on the the periphery, try to integrate into overall culture.
- Be authentic & share CSR goals with the team
- Consider it an investment in not only your community but your company



# 05. Use Life Science Cares!

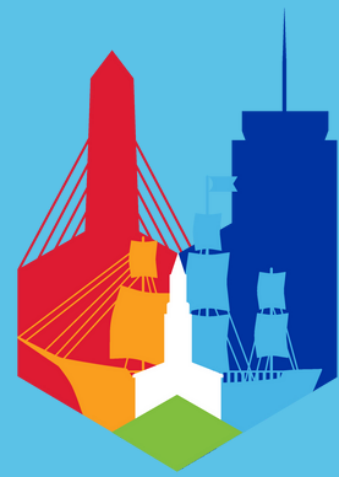
- We're here to help with not only logistics, but collateral before AND after events, surveys & more.
- We love brainstorming!
- Keep coming to CSR Roundtables to network, connect & be inspired by each other.

## REMEMBER:

- DON'T FORGET TO SAY THANK YOU! WE'LL HELP.







LIFE SCIENCE CARES  
boston

## Discussion Questions

- 1) How have you celebrated your internal CSR successes either as a firm, team, or through celebrating individuals? As a group, can you come up with some fun ways to celebrate your CSR success? (Remember—you want to celebrate individual engagements & holistic accomplishments of the program!)
- 2) How is your company's CSR program being integrated into your large company culture? What ideas do you have for helping to do this? If you've had successes or challenges in integrating CSR, what were they and what did you learn from those experiences?

---

# TIPS & TRICKS



ALIGN



ENGAGE



CELEBRATE



CATALYZE



LSC