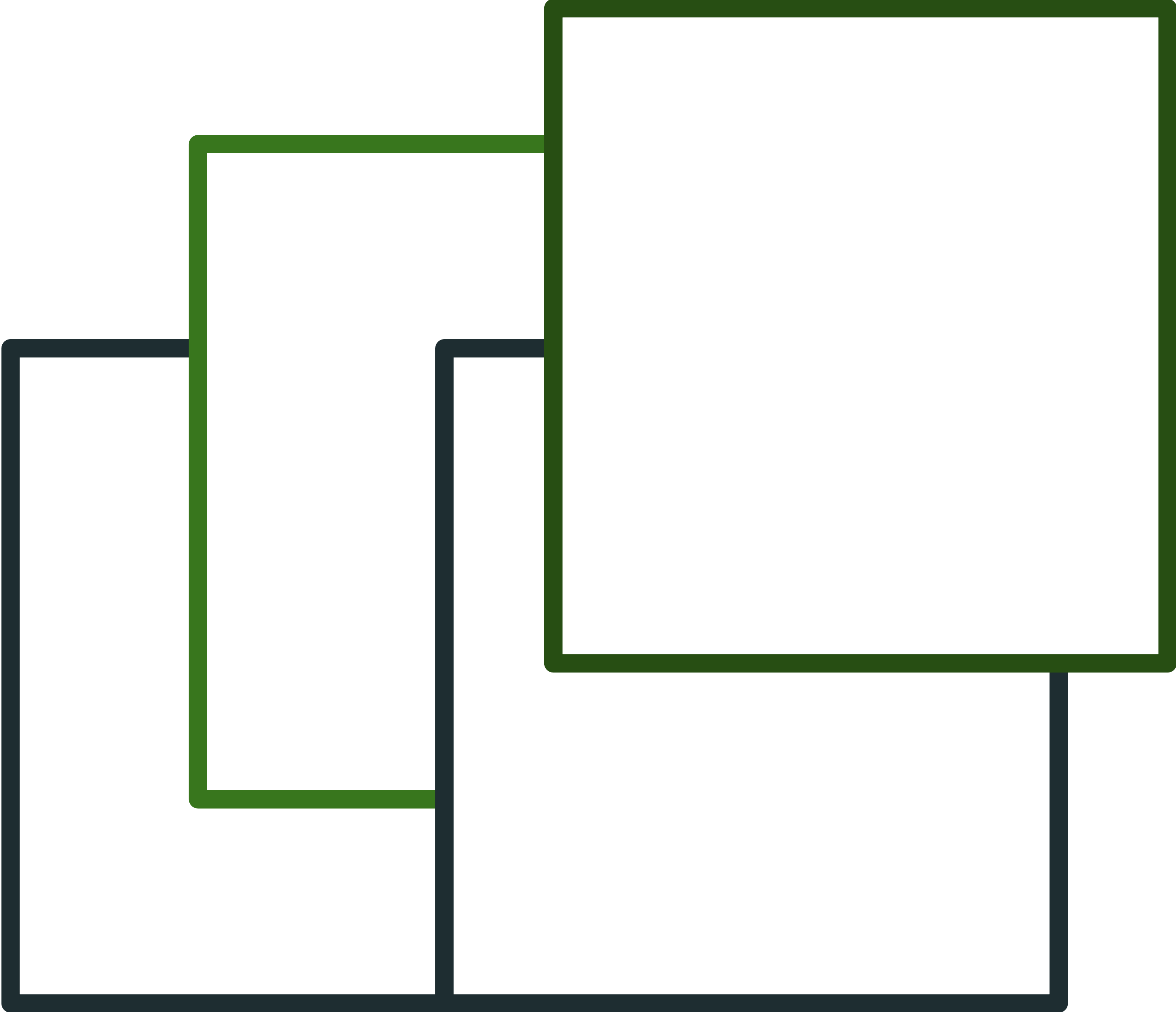
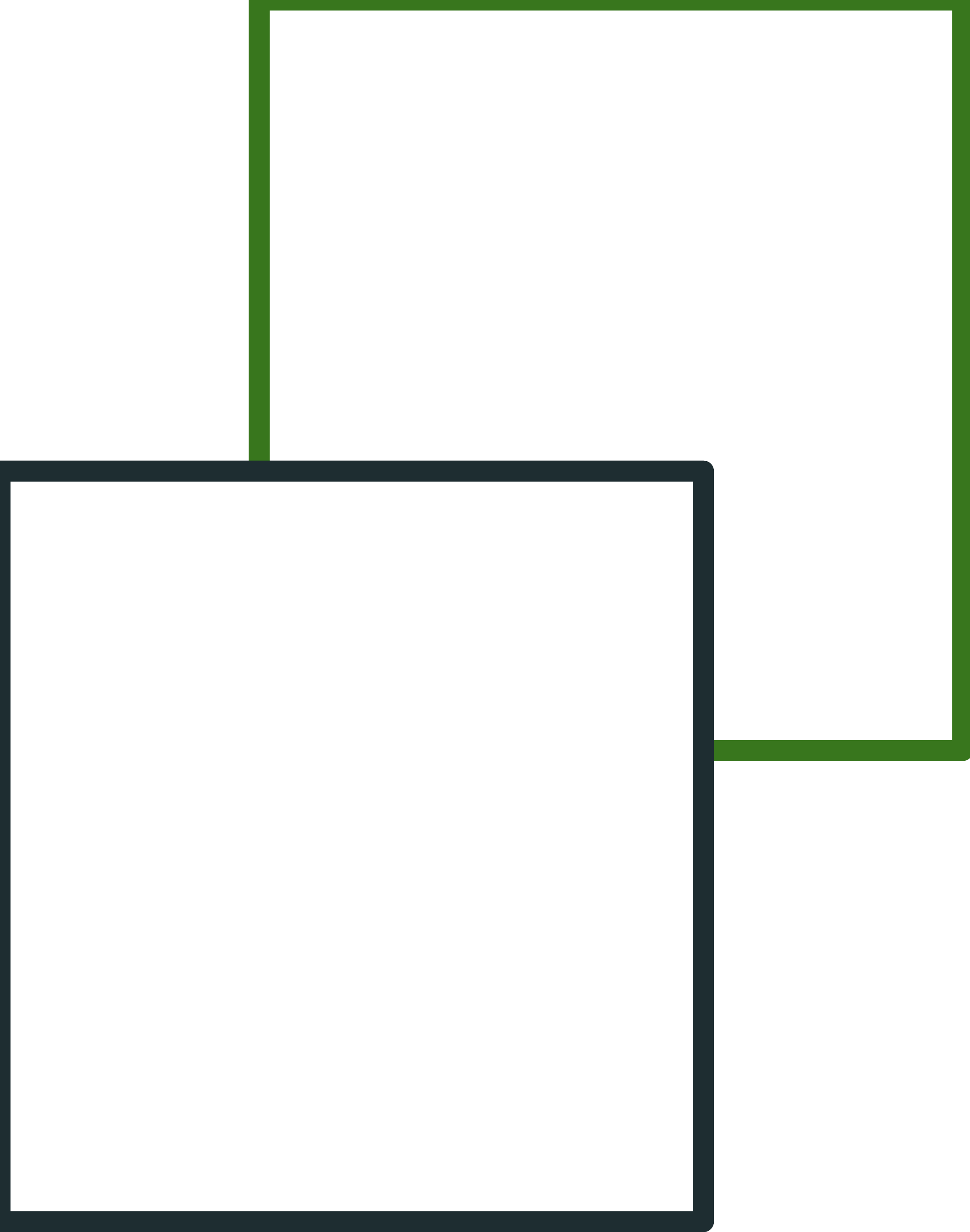


Building Businesses the CSR Growth Way



Strategic Imperatives
2021



Welcome!

Building Businesses the CSR Growth Way

We are very excited to introduce to you **the first Edition of the CSR Growth - Strategic Imperatives.**

In this edition, we would like to set the foundation to our core values and address important challenges and opportunities.

We hope that in time, with every new addition, we can potentially pave the road to new business incentives and new ways of thinking.

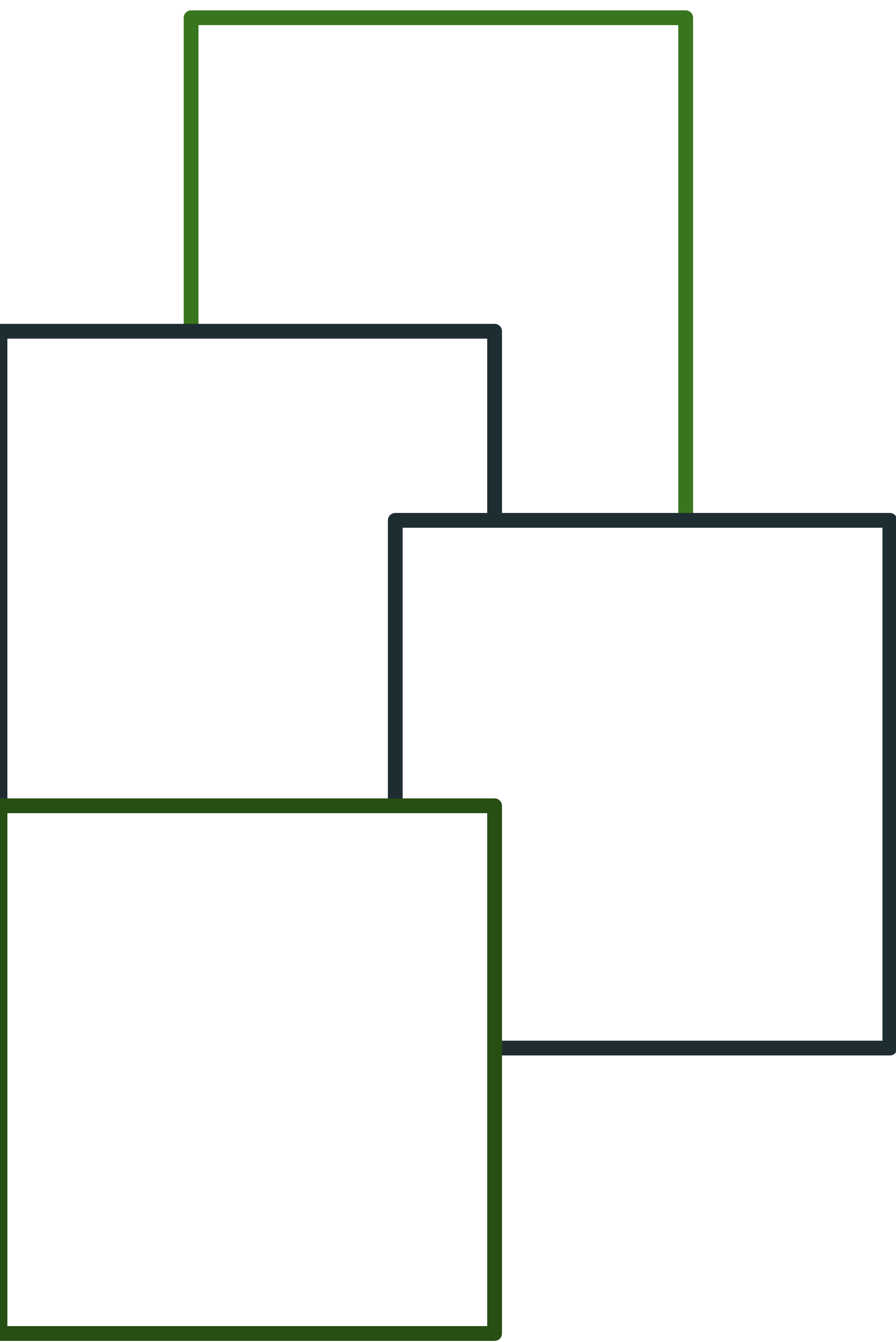
Our goal with the Strategic Imperatives is to offer relevant information and address the challenges and changes that we see in our day to day operations when working with companies and brands in an ever changing market.

The core of the Strategic Imperatives resource lies in keeping an overview of the changes that are constantly happening in and around our world and contribute in a way in which we bring more insights and value to everyone involved.

With this imperative, we hope to set the foundations of the new questions and opportunities that can arise from putting “mind to paper” in a way that in the future years to come, the information shared, will still be relevant to that day.

With all this in mind, we would like to start this year's edition by sharing a quote that is relevant to the way we operate and coordinate: *“The secret of change is to focus all of your energy not on fighting the old, but on building the new” -Socrates”*

*The CSR
Growth Team*



Content

6 **Introduction**
WHO IS CSR GROWTH

8 **Imperative One**
SET UP THE GROUNDWORK

18 **Imperative Two**
ASK THE RIGHT QUESTIONS

25 **Imperative Three**
MAKE USE OF STORIES AND
PERSPECTIVES

30 **Conclusions**

Who We Are

CSR Growth is a global operating agency that is dedicated to helping **Companies, Customers & Employees Grow** in a strategic and sustainable manner.

Our motto: **“Reshaping the Way Businesses Think and Act”** defines us. It is showcasing that we operate in a way in which we encourage different ways of thinking. We know that with the right approach, substantial growth is possible in all business aspects.

We pride ourselves in anticipating potential growth avenues and generating positive impact to all the projects we work with, in all the aspects of the business.

The way we look at businesses is changing. Corporations are not all about profit. **They are about people.** They are about bringing the most value where it is needed, while taking care of all aspects of growth.

We help companies grow by using a holistic approach to understand and leverage different perspectives from everyone we work with.

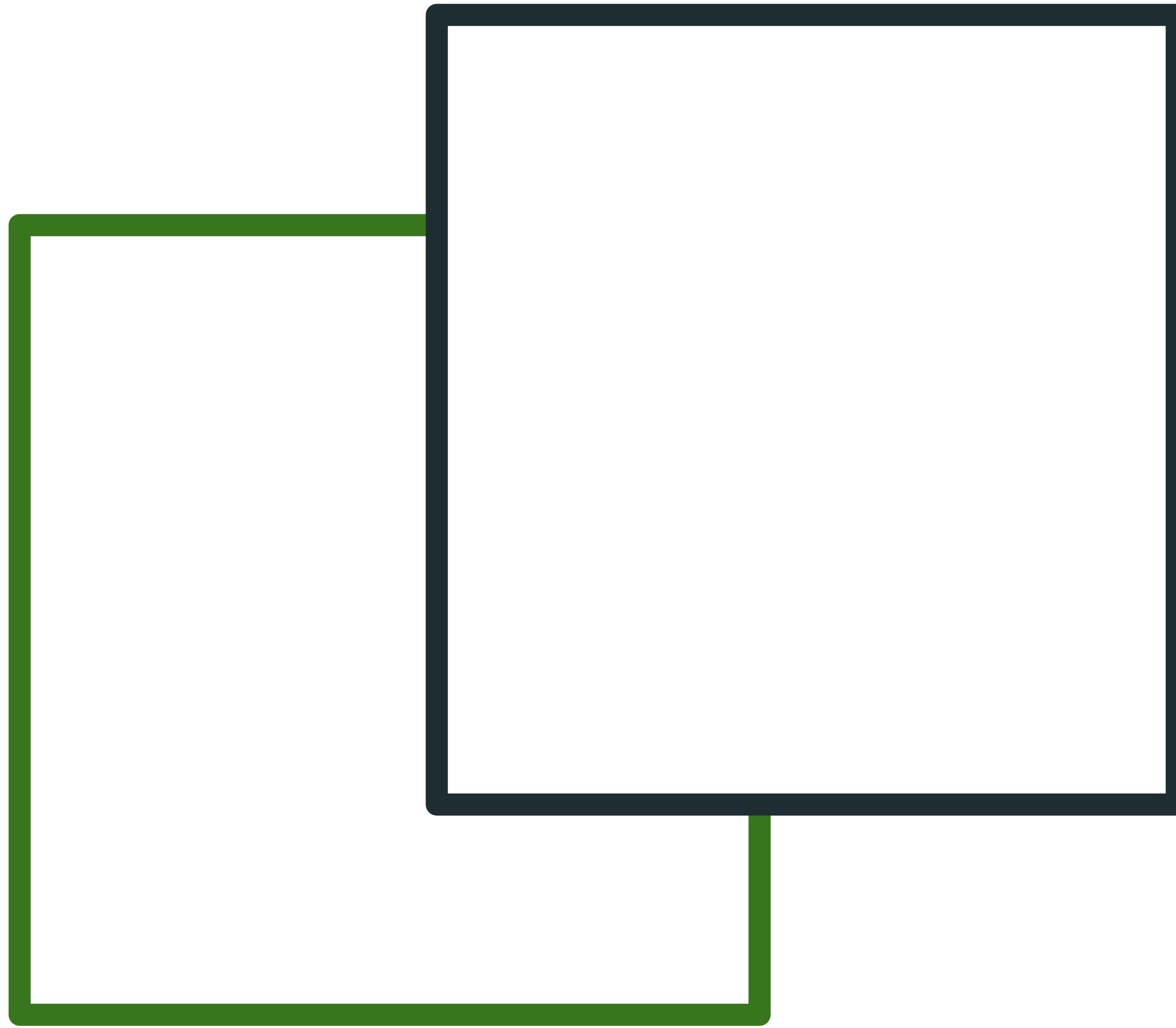
We like to think of ourselves as being:

Strategic & Empathetic

Cooperative & Trustworthy

Knowledgeable & Experienced

Imperative One



SET UP THE
GROUNDWORK

Grow the CSR Growth Way

At CSR Growth, Businesses look a little bit different. We take the unconventional road, because we learned that in order to grow Sustainable Companies and Brands, we need to take in consideration many factors and different perspectives.

We learned that having **Business** and **Financial** knowledge does not guarantee the success of a company, but incorporating many different areas of expertise can. We need to equally understand: the **psychology** of a business, and **communication** in order to effectively reach our target audience.

The key here is to use these resources and see them not as separate entities but as **whole integration systems**.

Growth in our vision looks like this:



In our view, at the **Center of each Business, lie the Employees.** They are the ones that are going to be doing a fantastic job if they are engaged and approached the right way.

In our approach, we listen to the employees first, we gather information from them and we collaborate in a way in which we make sure, that first of all, their needs are met, their voices are heard and their contribution is appreciated. All this before making any drastic changes.

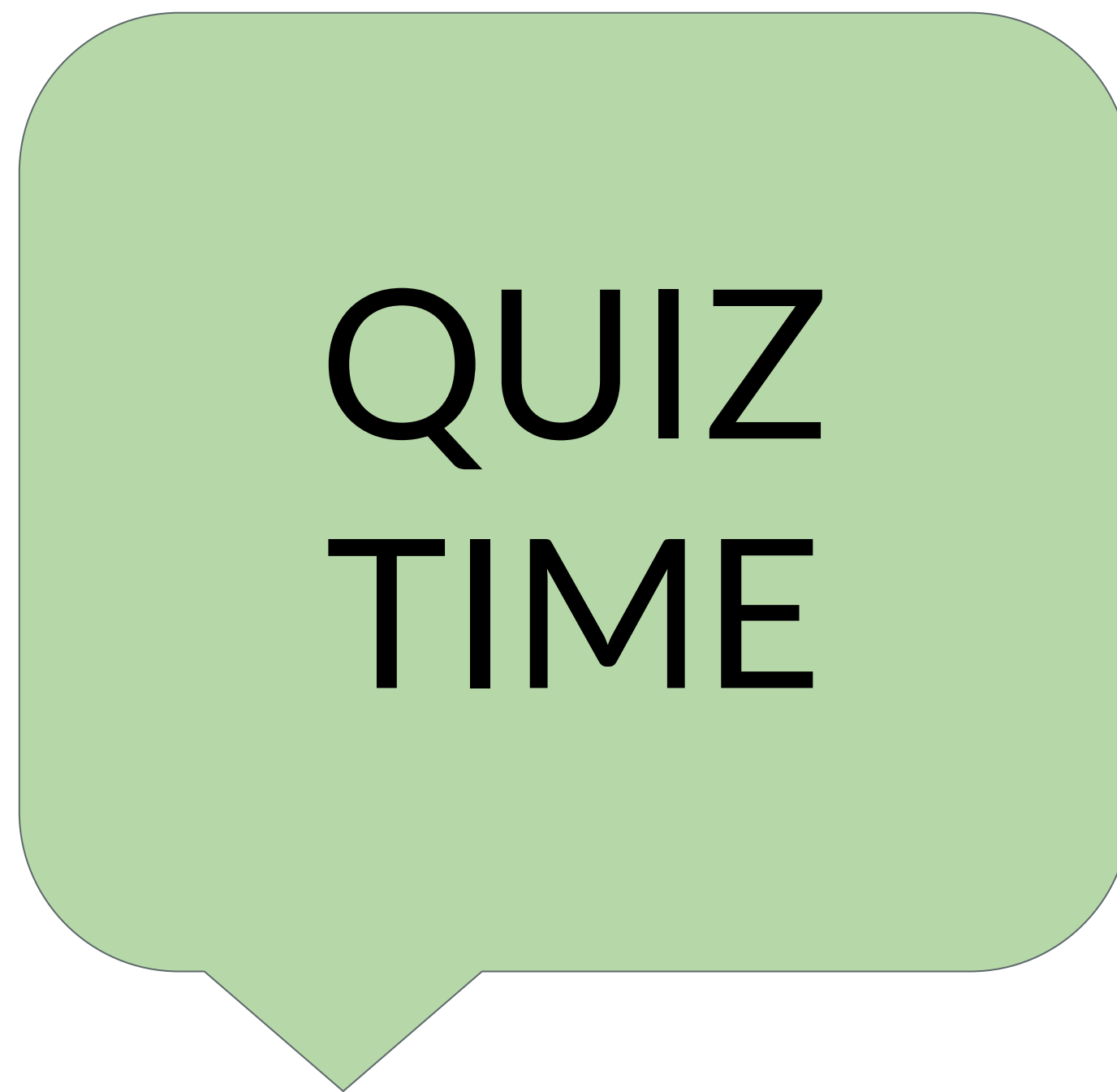
An Engaged Employee will take care of your customers, which will take care of the business.

Next, we have **the Customers**. Customers are important as they make up the business. Engaged Customers will choose you over your competition often. With a distinguished and ever changing approach, you can allocate more time in making sure that your Customers are Engaged through different mediums and in different ways.

Only after your Employees and Customers are Engaged, you can think more about the **Business as a whole**. Taking care of your people (employees and customers) will take care of your business.

So, once you know that your employees are happy, your customers are engaged, you can pay more attention and allocate more time to your: **competitors, your business goals and initiatives**. Now it is the right time to address changes, concerns and other opportunities in the market.

When you are done with all of that, it does not mean that you finished everything. Now it is a crucial time to dedicate your efforts to **developing your community**. This is the most exciting time, as in this stage, you get to share what you learned and offer back.



In the previous diagram, we purposely left out one aspect of something really important. A key component that is missing from this chart.

Can you identify it?

Can you guess what it is?

We will Give you a Clue.

“There is something missing that should have been right in the center. Does it “beat” to something?”

Did you get it? Don't worry if not!

QUIZ TIME



Keep on reading, as we are pumping back to our discussion.

Getting back to our discussion, we were **Setting up the Groundwork.**

Before being able to engage employees and engage customers we need to know that in order to do something different, a change needs to take place.

But do we know what drives change? What is the primary reason for change? Do we understand it? How can we create change if we don't understand it?

To put it simply, the only thing that drives change, is **Emotion.** The missing piece was **Emotion.**

Many businesses don't like to associate business with emotions, yet many businesses that's what they sell. They don't sell a product or a service. They sell emotions.

Many companies don't want to directly associate feelings to business - yet - this is indirectly or purposely what they do, without being actually upfront about it.

To easily demonstrate this, think of some of the biggest companies in the world right now. What is their motto? What is their advertising message? When you see an advertisement from them.. Do you feel something or do you want to make a purchase?

To make use of great tautology, we accentuate:

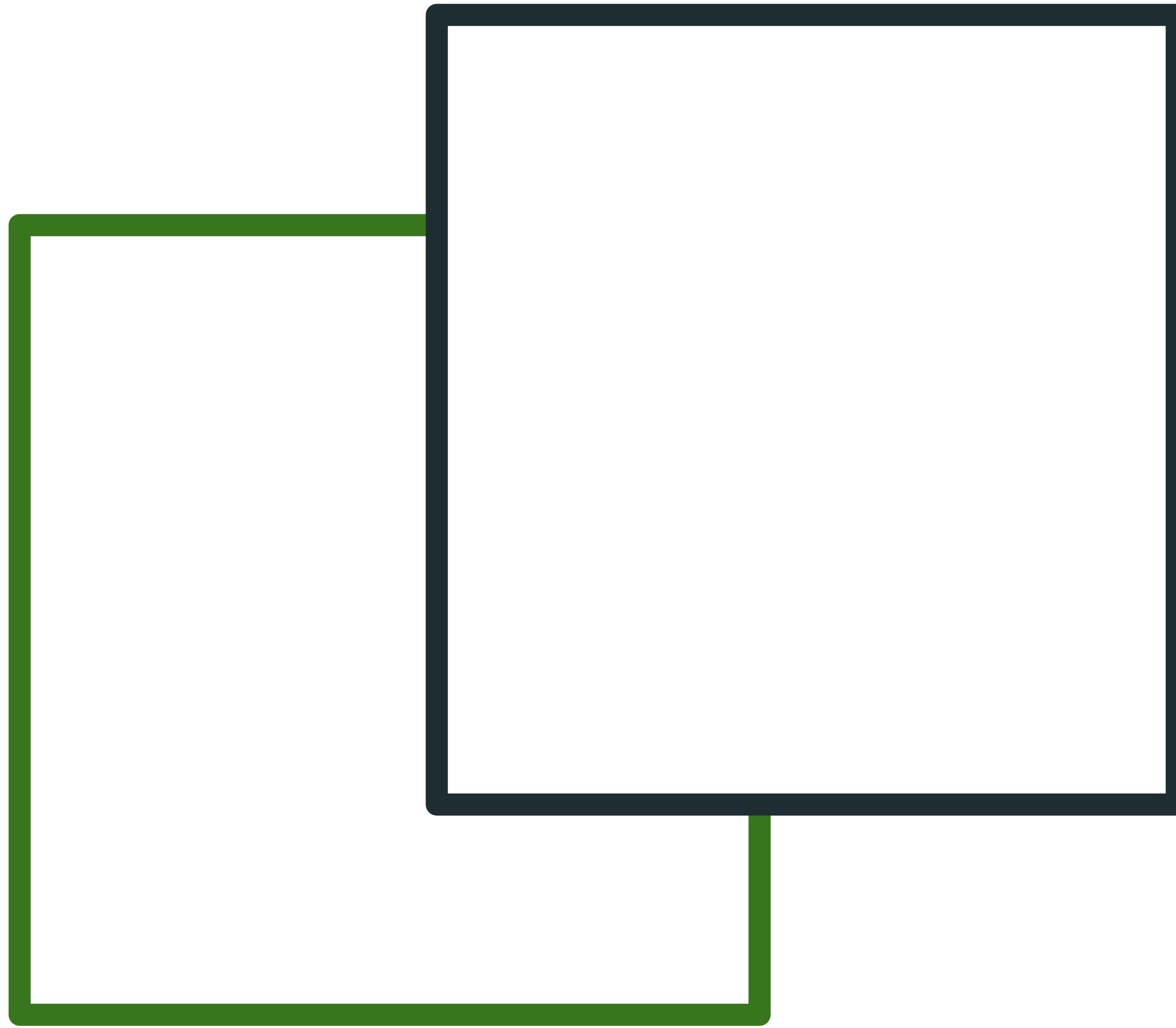
- The only thing that drives change is emotion.
- Emotion is the core of change.
- A change cannot happen without emotion.

So, to redesign the diagram, in order for it to be complete, it would look like this:



Setting the groundwork is getting all the elements in place while building on your key assessments and understandings before implementing a successful program or strategy.

Imperative Two

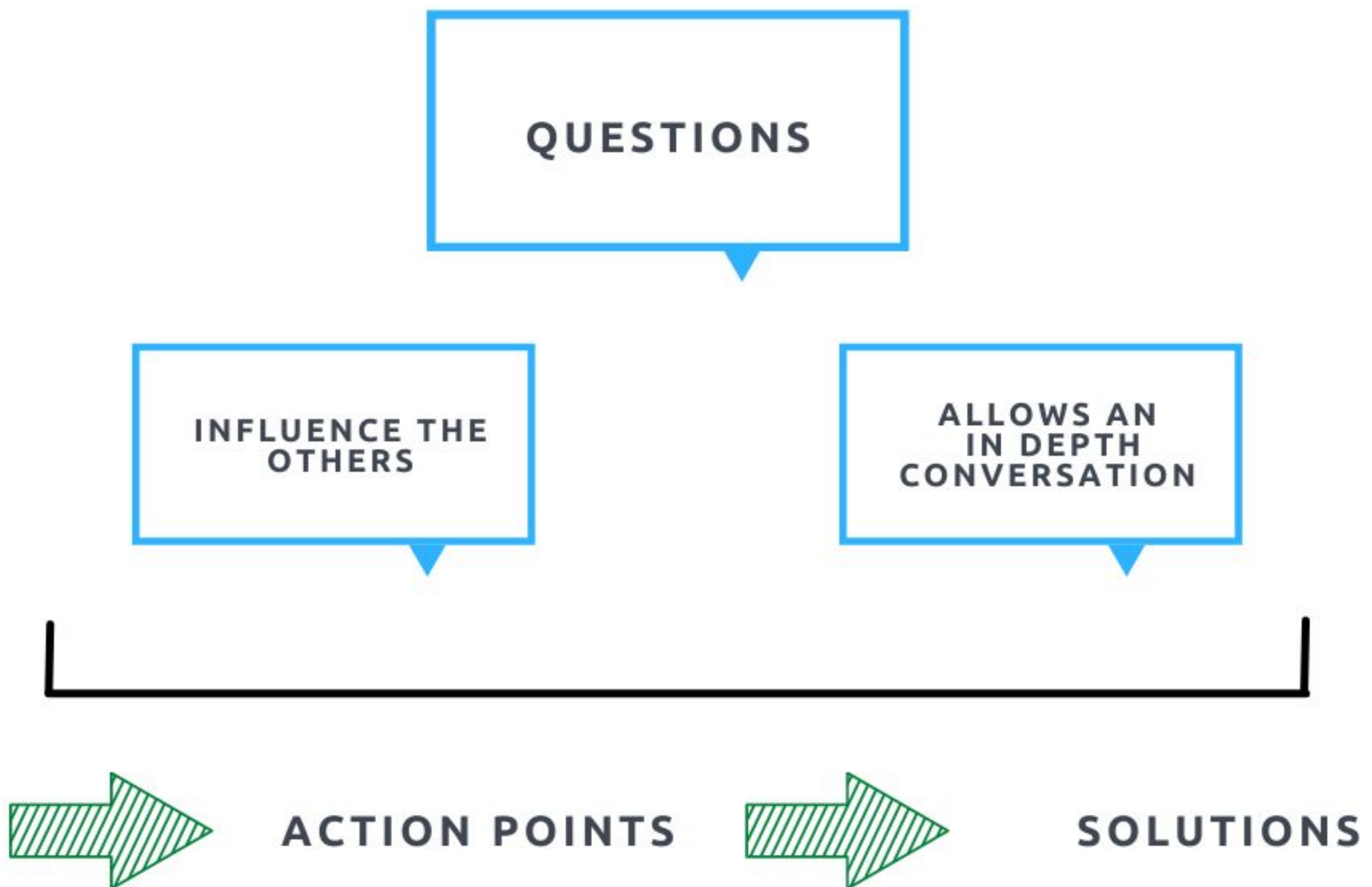


ASK THE RIGHT
QUESTIONS

While understanding the overall view of the business is mandatory for positive success, it is absolutely crucial to know how to ask the right questions in order to successfully act upon them. This requires an in-depth planification before doing anything else.

No matter the question, the answer always has to lead to action points and solutions.

There are different types of questions and different contexts in which you can use them. We are not going to elaborate on that, but that we are going to emphasise upon is, that there is a point in a discussion, where **the questions that will have the biggest impact are the ones that can either: influence the others, or it allows us to go even deeper in the conversation to find out more in depth key information on the subject we are interested and elaborate.**



All types of questions in a discussion need to be used, whatever those are formal, informal, addressed in a more friendly or professional manner, the most successful outcome lies from a combination of asking the right questions.

Affirmations can also be used alongside questions to help drive the conversation to a more productive place.

Here are some examples:

The image displays a grid of six rectangular boxes arranged in two columns and three rows. The top-left box is light purple and contains the text 'IMPACTFUL QUESTIONS & AFFIRMATIONS'. The bottom-left box is dark purple and contains the text 'LISTEN.'. The other four boxes are arranged in a 2x2 grid to the right of the 'LISTEN.' box. The top row of this grid has a dark purple box on the left and a light purple box on the right. The bottom row has a medium purple box on the left and a dark purple box on the right. Each of these four boxes contains a question or affirmation.

IMPACTFUL QUESTIONS & AFFIRMATIONS	I understand..I was thinking the same thing...but what would help your team....?	What would it take to..?
	What would your team need to...?	What do you want to accomplish with..?
LISTEN.	What would determine you..?	

Other types of questions that are equally important are the questions that can be used to set the ground for other questions. Here are more examples:

Do you think that..?

Do you agree that..?

Is it true that..?

What would happen if..?

What would happen if..?

Did it ever happen..?

Are you open to?

It takes a certain amount of time to get to the place in the conversation when asking the right questions becomes a very natural act. It requires practice and a higher level of contribution involved that is more often about the value the people can bring to a conversation as well as the right questions.

Most successful conversations and meetings are the ones that are well planned before. Everyone in the team knows what the meeting is about, there is an initial set agenda, there are some touchpoints that need to be addressed and there are very clear next steps.

Conversations are about meeting people where they are but also about working towards progress. In our work, we encourage having a checklist that can be adapted based on what needs to be done. Here is an example of a checklist before and after a meeting.

Checklist

HAVE A CLEAR AGENDA

- What do we want to go over?
- What do we want to accomplish?
- How long will it take to ...?
- What is next?

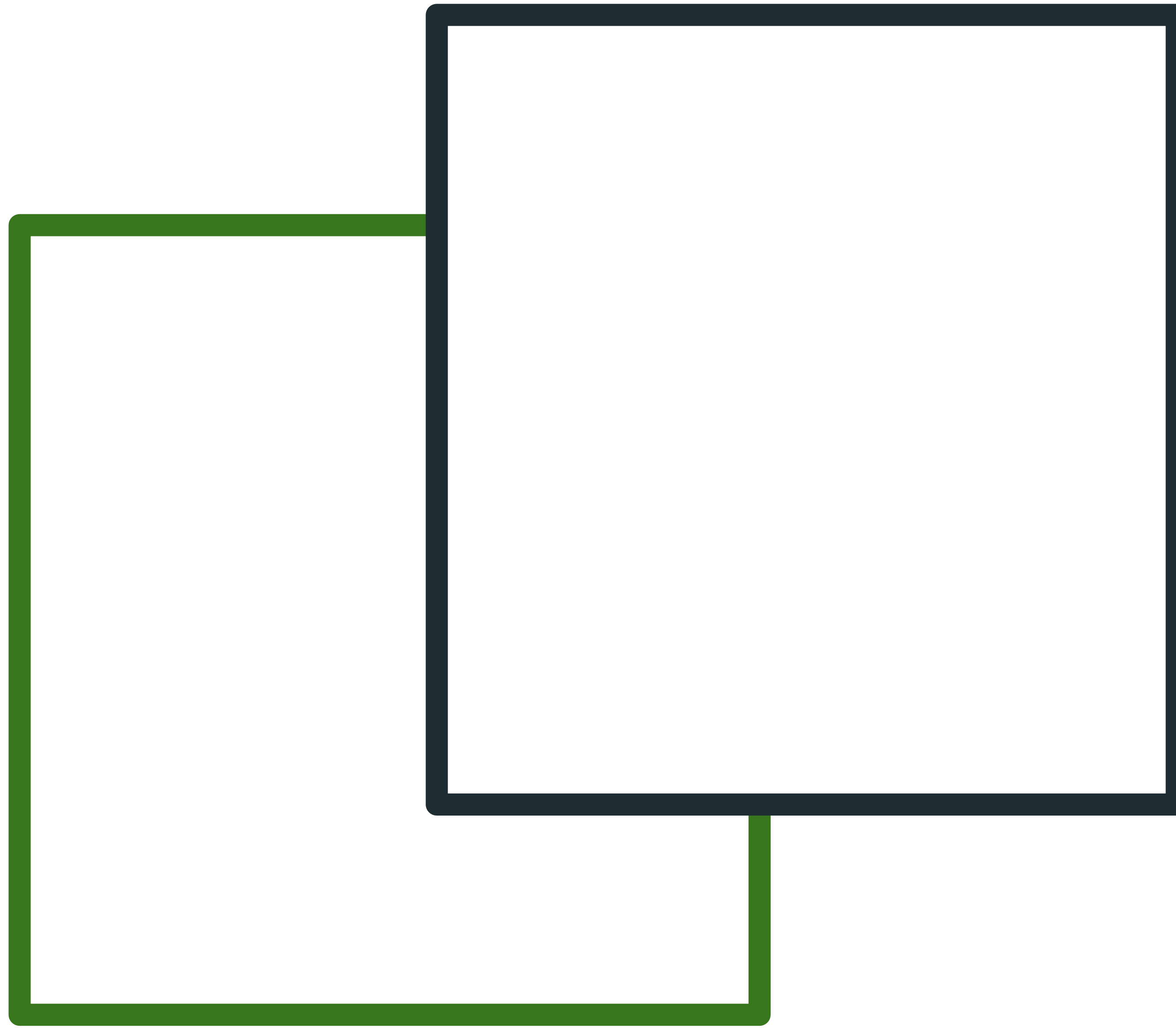
REFLECT BEFORE THE MEETING

- What needs to be done for this meeting to be productive?
- What can I do to make this meeting more productive?

AFTER MEETING TO DO'S

- Set action points, tasks, deadlines
- Follow up.

Imperative Three



MAKE USE OF
STORIES &
PERSPECTIVES

Stories have been used since the very beginning: to teach, to inspire, to motivate and to move people. They are rooted deep in ourselves and they are at the core of each conversation we have:

“Let me tell you what happened..”, “Guess what happened..”, “Once upon a time..”, and there is no doubt that we are very familiar with them.

Stories and Perspectives help to fully envision a: place, a person, a situation, an issue, a conflict, a solution, a situation.

The flexibility to see a story from different perspectives, then sharing that story in the most personal way is impactful.

But how do we make sure our story is one that people want to hear about?

Here is what we need to keep in mind when telling stories.



PEOPLE

At the center of each story, we have our target audience. We need to know them. What are their interests? What are they passionate about? What are their behaviour?

What is our message? What are we trying to say? What is the actual purpose of the story/perspective?



PURPOSE

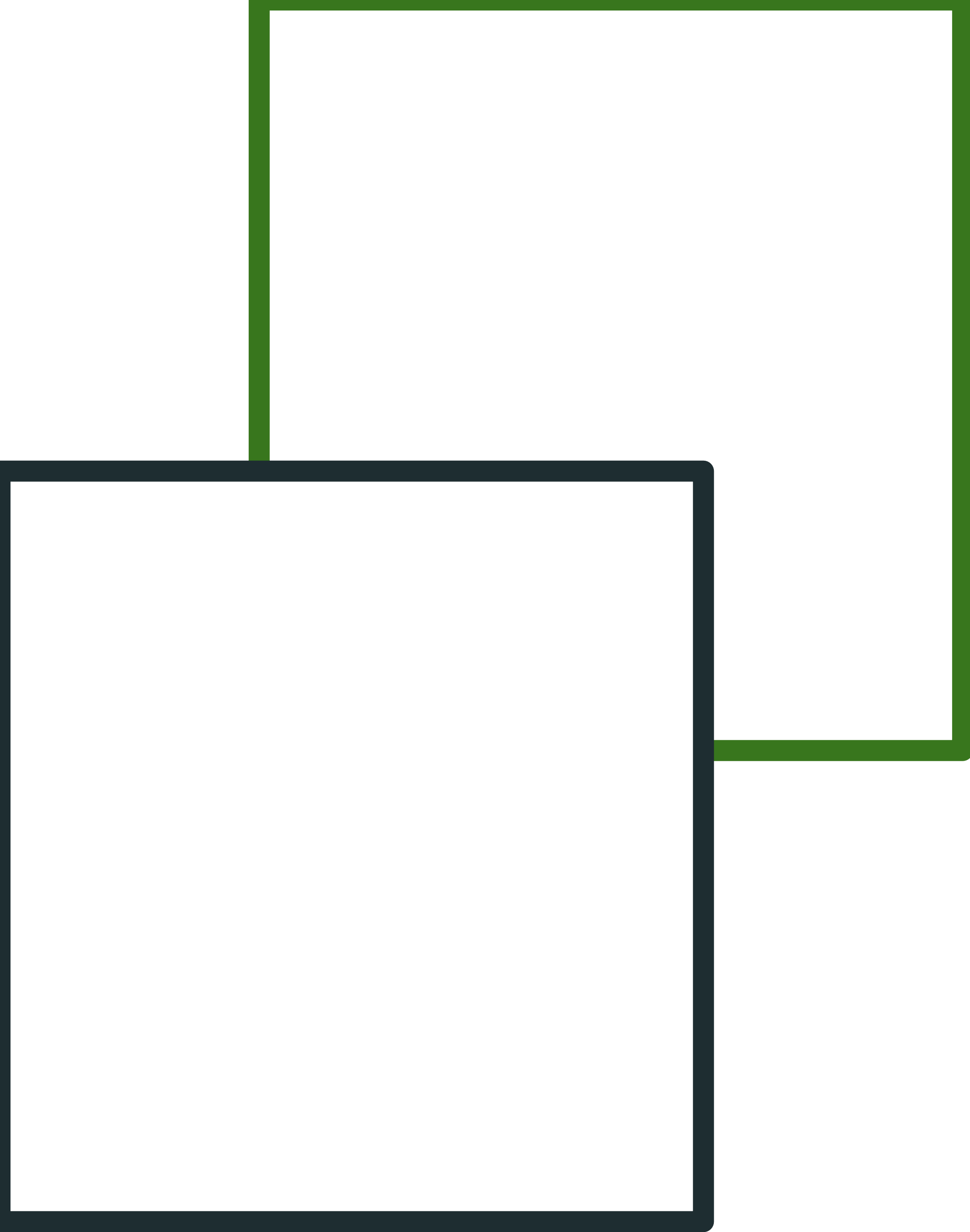


What is the end goal?
What is the meaning of the story?
Does the audience need to do something?
Did they learn anything?

PERFORMANCE

We often hear that “A picture is worth 1000 words” - well, from our point of view, “A Story is worth those 1000 words”.





Conclusions

With this in mind, we thank you for taking the time to read the first edition of our Strategic Imperatives. As mentioned in the foreword, we hope that with this initiative we will set the ground for new innovative ideas and opportunities. We hope that the information shared in this edition will still be relevant in the days to come and that the work we provided was helpful and meaningful.

We will be launching a new edition next year, with hopefully other imperatives that we hope will be more elaborative and inclusive for everyone involved. We welcome any feedback and are open to discussion.

This is our first initiative of this sort but we are confident that with every edition to come, we will learn to create more helpful and actionable content.

We thank you once again!

