

2022 BUSINESS STRATEGIC IMPERATIVES



PREPARED BY

The CSR Growth Team

Introduction

We are more than happy to introduce to you the **SECOND EDITION** of the **CSR Growth - Business Strategic Imperatives**.

We are honored, that once again in 2022 - we have the chance to step up in front of you and kindly present to you, the upcoming plans that **CSR Growth** has in store for the year.

We would like to say that we valued your feedback on the previous edition and we worked hard towards creating a

new updated version of the **Imperatives**.

Just like in the previous edition - our main goal lies in bringing value to all parts involved and generate an impact on all projects and teams we work with.

This year, our focus will be towards driving change and stepping up our game. Let's go!

*The CSR
Growth Team,*

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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.

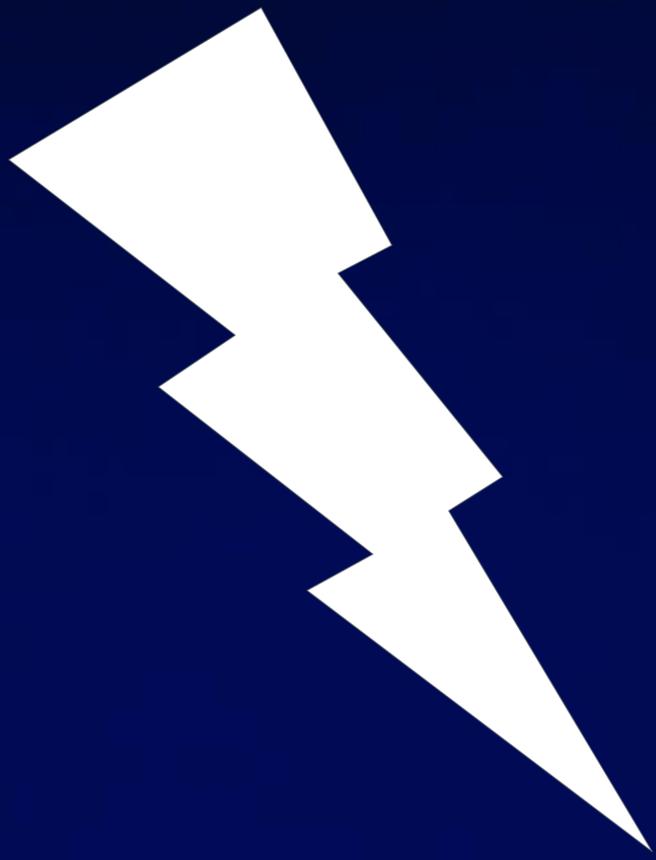
We like to think of ourselves as being:

Strategic & Empathic

Cooperative & Trustworthy

Knowledgeable & Experienced

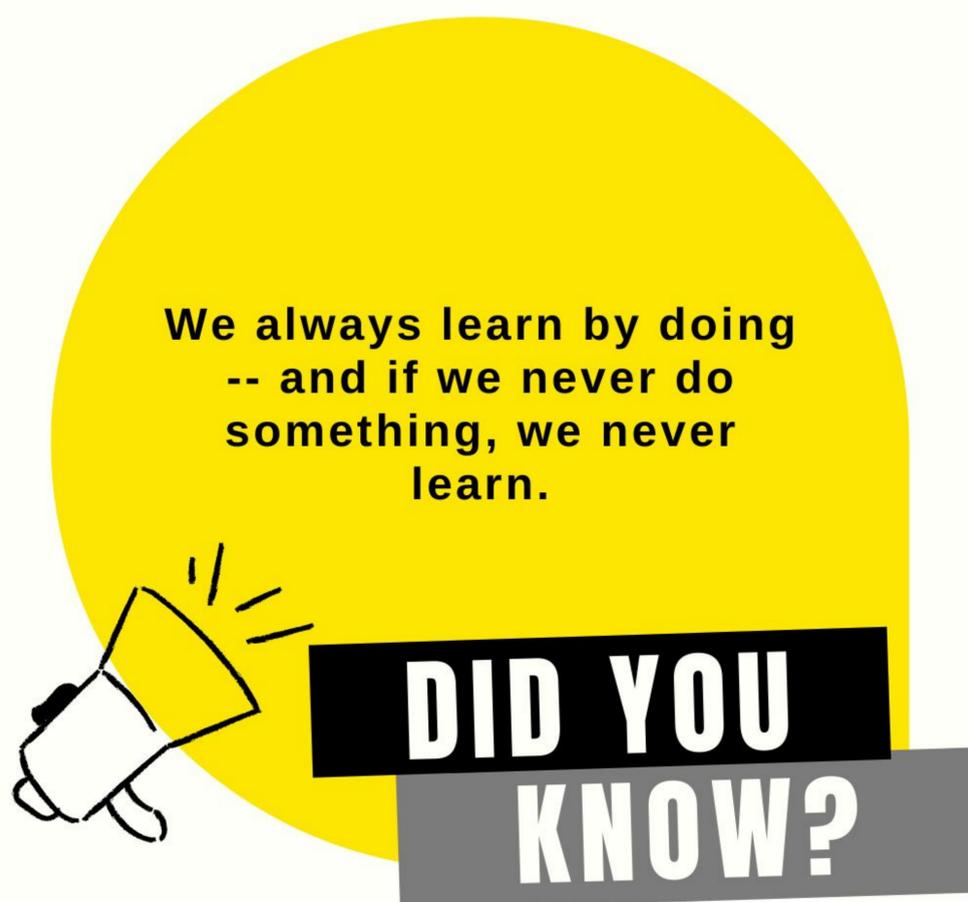
Imperative One



setting up the
communication
game

Our First Imperative is a clear indicator of one of the main skills we want to develop and the main direction we strive towards: and that is clear communication. In the past years, we particularly did not do a great job at communicating our message as clearly as we would have wanted to.

We stumbled upon making our message heard and reaching just the right audience. In many cases - we did not do a great job at clearly underlining what we do, what we are great at and what is our experience - but Fear not! As there is plenty of room for improvement.



One of the main directions we want to go in 2022 is towards transparency and communication. Our goal for the year is to be more open as an agency and as business partners. We will strive towards sharing our thoughts and ideas more openly followed by asking productive questions.

In order to implement this imperative, we will be actively working towards creating a schedule that we will stick to while also working towards providing valuable information such as market trends and insights. We want to be a reputable source of information and knowledge that we are continuously growing and sharing.

How Does Communication Look From Our End? What do we mean exactly when we say that we want to “step up our communication game?” What does it imply and what does that look like? From our perspective, communication is essential when growing businesses and people.

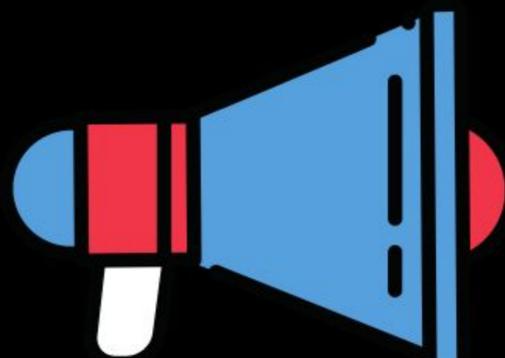
Learning to communicate effectively and clearly is not only a skill - but a direction that makes every strategic move more attainable. This way, every step towards success - no matter how you define it - gets easier to envision, follow and lead.

EFFECTIVE COMMUNICATION TIPS

practice active listening

**choose the best medium
to communicate**

ask questions!



Communication can be learned not only by actively practicing and getting involved in scenarios that require involvement but by learning by examples - from the extraordinary leaders that have already done it.

There are a few changes that we are planning to make this year and all of them are tied to communication, in one way or another.

A lot of the focus will be around sharing useful information that we learned and stories that drive impact and lead to change.

We will do this by following a strategic plan and a few directions to work towards providing the most value for everyone who stumbles upon our website or hears about CSR Growth. This will imply a great deal of consistency and involvement that we consider essential for paving the next steps for our company.

The vision for the year is for CSR Growth to be continually growing and offering more insights on: our actions, initiatives and directions. We are working towards communication transparency and impact.

We envision CSR Growth not only as a company that is helping out other companies - but as a place of connection between different people that build an impactful, sustainable community.

We want to see CSR Growth positioned as a leader of change and impact and one way we can do that is by being more open about what we do.

So for 2022, you can expect to see more activity on our blog side - we will start publishing more articles regarding CSR, Sustainability and insight stories and trends. We will be offering market insights and we will work towards keeping up with the latest change in the CSR Space.

We will continue working on our CSR and Businesses Newsletter where we will share interesting tips and tricks for businesses that are starting out in the CSR space and are interested in learning more.

We will also be more active on our social media sites - as we will be posting all the updates that we are doing on our website there and even share with you the progress we are making on other parts of our Business.

As you can see, this year, we will be focusing a lot around sharing what we know and working towards building a community that drives impact and change. We are happy and grateful that we can be in a position to do that and work towards things that grow and inspire us.

“You don’t have to see the whole staircase, just take the first step”. – Martin Luther King, Jr.

Imperative Two



GROW AS A TEAM

Our second imperative is more focused around the people we have near. This means our: colleagues, our families and our friends. If the last few years taught us something is that people matter and they matter a lot.

We want to make sure that we have near us people that inspire us, drive us and love us no matter the circumstances. This year, we encourage everyone we know to step up their game and work towards improving themselves so ultimately we can all grow as a team.

*A change that you make today,
can inspire someone's else's
story tomorrow.*

We are all connected and this is something we want to keep in mind and focus on while growing businesses and people.

We want to make sure that we are a company in which everyone can grow, develop and make their voice heard. We appreciate everyone for who they are and what they are doing. All of us have passions, families and dreams that we are striving towards.

For this year we want to appreciate the people we are around more. We want to hear their voice and ideas more and we want to contribute to making people happy and encouraging them to grow.

Growing as a team means growing individually first. It means that we all reach a level in which communication and understanding comes much much easier. It is about learning then sharing then further learning some more. This is what the second imperative is all about.

But how does growing as a team look like? Check out the next slide for some activities to keep in mind.

Grow as a Team

CHECKLIST

- I'm learning something new
- I take regular breaks from work
- I ask for help and ask questions
- I align work schedules with family
- I stretch and go on walks
- I check in on my colleagues / friends to see how they are doing
- I offer my help and share my input.

Imperative Three



EVERLASTING
IMPACT

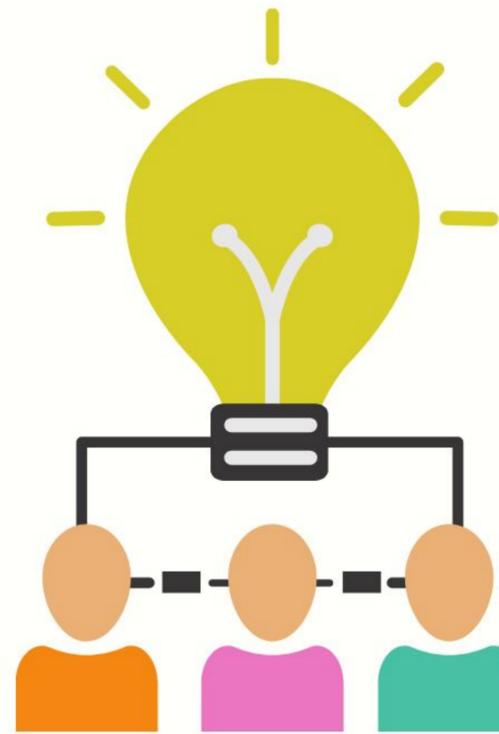
Our last imperative is in regards to what we do. We want to make sure that this year we will continue to help other businesses and brands grow their CSR and Sustainability strategies. From our end we will continue to learn as much as we can about the field we are activating and we will always make sure to be up to date with new regulations and changes that are happening in the market.

We cannot know for sure what the future will hold, but what we can do from our end is to make sure we will be prepared for whatever happens.

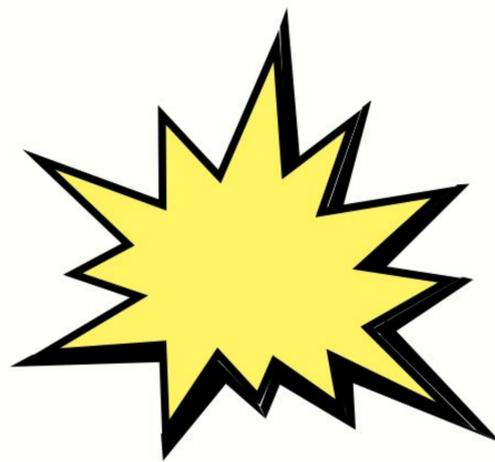
This means that as we reach the third imperative, everything will nicely tie together. As we will be working on stepping up our communication game, as we will develop individually (and as a team), we will have no other choice but to grow strategically as well. And for another year, we hope that things will be evolving.

2022 in 3 steps

**communicate
well**



grow as a team



make an impact



Conclusions

For another year, we want to thank you for taking the time to read our Strategic Imperatives. We are once again very happy and grateful that we got to be a part of this and we are always looking to improve ourselves and learn. While the strategic imperatives do not capture the full on activities that we are doing or are planning to do in 2022 - we consider them a great start to let everyone know the direction we are heading. As with the previous edition, we hope you found this insightful and as always, we welcome any feedback you might have.

We are excited that with every edition we are becoming more involved and we hope that in the near future we will be able to create more actionable content.

We loved being part of this!

