



## Communicating CSR Midtown Business Club

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# Agenda

- Overview
- Questions to ask ... and answer
- Group exercise
- Credibility
- Group exercise
- Creating a communications plan
- Group exercise
- Summary

## Unfortunately ...

- There is no single template for a CSR communications plan
- There is no single standard for accepted corporate behaviour
- There are no quick-fix CSR communications strategies

# Foundations

- Make sure EVERYONE is speaking the same language
- COMMITMENT: from top-down and bottom-up
- CREDIBILITY: not just another marketing initiative

## Basic questions to ask ... and answer

- What does CSR mean to you? And your colleagues?
- What does CSR mean to your company?
- What does it mean to your other stakeholders – internal *AND* external?
- Why are you creating a CSR communications plan? Who's asked for it/needs it? What does CSR mean to them?

*Are you all speaking the same language?*

## More questions ...

- What are your CSR objectives?
  - short-term?
  - long-term?
- Do they reflect your corporate culture/strategy?
  - link to business goals?
  - capturing a business driver?
  - market differentiator?
  - aid staff recruitment/retention?
- What resources do you need?
- What resources are available?

*Do you have enough support?*

You can't develop a CSR communications plan if you don't have enough information or support.



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# GROUP EXERCISE 1

## Are you speaking the same language?

- What does CSR mean to you? And your colleagues?
- What does CSR mean to your company?
- What does it mean to your other stakeholders – internal *AND* external?
- Why are you creating a CSR communications plan? Who's asked for it/needs it? What does CSR mean to them?

# GROUP EXERCISE 2

## Defining objectives & resources

- What are your CSR objectives?
  - short-term?
  - long-term?
- Do they reflect your corporate culture/strategy?
- What resources do you need?
- What resources are available?

# Credibility

- Speak the same language, throughout the business
- Engage in internal & external dialogue
- Know your audience
  - will stakeholders believe?
- Lead or leading?
  - do stakeholder views have an impact on company behaviour?
- Credible and effective reporting needs assurance:
  - demonstrable
  - proactive
  - transparent

## GROUP EXERCISE 3

### How credible is your CSR communications?

- How are you perceived, internally & externally?
- How does this perception align (or not) with your CSR communications plan?
- How do you achieve stakeholder buy-in?
- How do you keep that buy-in?

# What should your plan look like?

- Set out objectives
  - Know what you are trying to achieve
- Key messages
  - What are the key points you need to communicate to your audience
- Target audience
  - Who do you want your messages to reach? Both internal and external
- Tools and tactics
  - Pick the right tools to communicate your message
- Outputs and deliverables

# GROUP EXERCISE 4

## Making your plan

- What is best practice?
- Constructing a plan that fits to your business?
- How do you identify your target audience?
- What are the right tools for you?
- How do you evaluate your progress

# Conclusion

- Where do you go from here
  - Implementing what you have learnt today
  - Making it right for your business
  - Building on it for the future

# Thank you.

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