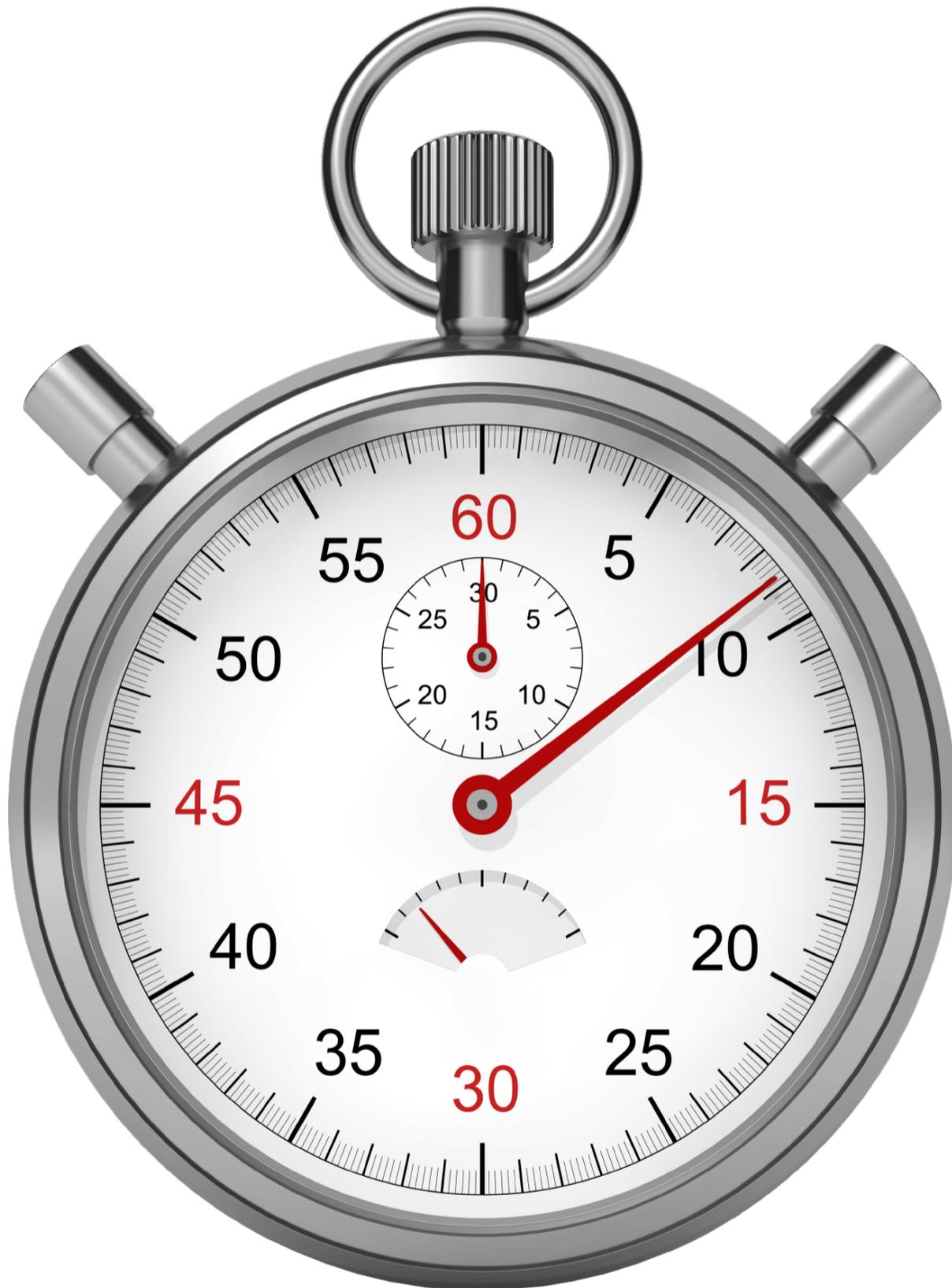


# The 60 minute CSR Plan



A free resource to help you create a simple  
Corporate Social Responsibility plan in just an hour!

Create impact for the environment and good causes, boost your  
reputation, and bring your team together.



## Do you want a successful business?

We now know that the majority of people expect businesses to be socially & environmentally responsible. They prefer to work for them, and buy from them.

Most small businesses owners understand this, but often don't know exactly what's expected or how to make it work in practice.

I help businesses to both know and show that they're responsible. We work together to make sure they cover all their social and environmental responsibilities effectively, and build a reputation as the kind of business that people want to work for, and buy from.

['The 60 minute CSR Plan'](#) is designed to help you create a simple, foundational CSR Plan.

We will clarify your vision, values and purpose and create a simple framework to make sure that what is important to you as a business leader is clear and demonstrated.

The 60 Minute CSR Plan is based on [The CSR Coach System](#) - developed to help owners and managers implement a comprehensive approach to CSR that benefits the business, society and the environment.

## About me

CSR is not just the right thing to do, it's a powerful advantage for your business. And I'm committed to helping you. I believe in wholehearted leadership - the development of people, honest communication, integrity and excellence. I believe in the power of challenge - and its ability to transform people. I've seen the life changing effect of giving back, and I believe in what CSR does for business - taking teams to the next level, and creating a social legacy that owners can be proud of.

## The 60 Minute CSR Plan

First things first - what is CSR? Most people agree that the level of your Corporate Social Responsibility (CSR) as a business tells the world who your company is, what it believes and how it operates.

### The three 'CSR Coach Pillars'

There are three pillars that define CSR.

**Team & Ethics** - Are you a value-driven business that proactively leads, communicates with, and protects the wellbeing of your team? Do you reward and remunerate fairly, and are you transparent in your pricing and dealings with suppliers?

**Environment and Sustainability** - Do you do everything you can to reduce your use of plastics and single-use resources? Have you thought about energy usage, recycling and positive contributions like 'walk to work' schemes?

**Charity & community** - Are you committed charity and your community in some way? Have you made a meaningful commitment and engaged your team in the process?

In the next 60 minutes, you will create a set of commitments that cover the three CSR Pillars.

We'll then create a simple 1 page plan that's easy to monitor.



## Stage 1 - What's important to you?

Before you decide what to do, you must identify WHY you believe in being a socially responsible business. This will help you to explain it to others, as well as keep your commitments.

### **ACTION - Identify your Why - 10 minutes**

Consider the answers to these questions:

- ✦ What's the story of your business so far?
- ✦ Why did you buy/start/join this business?
- ✦ What's important to you, what do you value in people, family, business?
- ✦ What does your business look like on a great day?

From the list of words you wrote, if you could choose only one to be true, what would it be? Then do the same with another 4 words. Write them down:

- 1
- 2
- 3
- 4
- 5

These words summarise what is important to you as a business. Keep them in mind, and use them when you communicate the reason behind your CSR plan to your team.

## Stage 2 - Who will you support?

Of course you need to select causes that you can get passionate about and commit to, but the evidence suggests that you also need to ensure that your causes are a good 'fit' for your business. Businesses that choose causes and community work that fits with their sector gain the most value from CSR. For most people this will mean dental charities and local groups or causes. The key thing is that it must make sense to your stakeholders why you have chosen your cause. If you have to explain it in too many steps then you risk confusing people and losing the impact.

### **ACTION - Who will you support? - 10 minutes**

- ✦ Which dental or related health charity will you support?
- ✦ Which respected and recognised local charity will you support?
- ✦ Are there local community causes that your team can volunteer for or give their skills to support?

## Stage 3 - Your Environmental Commitments

Just how much you can do in your business will be dictated to some extent by regulatory requirements. The key is to do whatever you can to ensure you are minimising your environmental footprint.

### **ACTION - What are you currently doing, and what can you improve? - 10 minutes**

- ✦ Recycling - do you recycle office and non-clinical waste, including plastic toothbrushes?
- ✦ Energy Usage - do you minimise power usage and switch off machines when not being used?
- ✦ Ethical Purchasing - do you purchase fairly traded refreshments and supplies?

- ✦ Sustainability - do you source recycled or sustainably sourced products such as tissues, paper and bioplastic toothbrushes? Do you obtain power through a renewable tariff?
- ✦ Discuss and choose 3 things you can do this year and add them to your 1-page plan

## Stage 4 - What you'll do

Your overall commitment for CSR needs to be solid. Anything less will not only risk fizzling out, but it may also damage your reputation if others perceive it as half hearted. When it comes to planning the activities you will take part in to raise funds or meet your targets, the 'Goldilocks Factor' is key. You need not too much activity, and not too little, but just enough.

Depending on the size of your team, you should identify one fundraising activity per quarter to involve the team in. Once a year, I recommend trying to do a larger event or challenge. Try to mix the type of activity so something will appeal to everyone. If your charities have national events (like Wear it Pink Day), find out when they are and include in your plan.

### **ACTION 1 - What will you do?**

Discuss and select an activity for each Quarter in the coming year. Vary the type of activity according to the time of year and what weather will allow.

### **ACTION 2 - Connecting people to your plan**

To maximise the impact of your CSR, and therefore your good causes, make sure you include information on your website and social media:

- ✦ What you are committed to
- ✦ Why you're committed to it
- ✦ How you're going to raise money/meet your commitments
- ✦ The results and impact of what you achieve

## Stage 5 - Getting people on board

### **ACTION - Engage your team**

Talk to your management team, as well as people you know will be the enthusiasts for the plan. Share why you want to introduce the plan, what it will do for the business and the team, as well as good causes. Allow them to shape your plan.

Plan a meeting with the rest of the team and do the same, and ask for 2-3 volunteers to join a Charity & Community Team, who will monitor the plan each month. Make sure you are clear about the first steps of the plan, and capitalise on the buzz you've hopefully created by giving people an opportunity to do something soon.

## Stage 6 Putting it all together

Now you know who you want to support, why you're committed, what you're going to do and who will be involved, complete the 1-Page CSR Plan on the last page.

Managing the plan is absolutely key - you simply must come back to it each month to monitor your progress, plan the next activities, communicate what's happening and resolve any issues. I recommend this becomes part of your monthly staff meeting, even if only for a couple of minutes, as well as communicating progress to the team through display, email and social media.

To maximise your chances of success, join my CSR Club, a monthly membership club which provides you with the accountability, support and expertise to run a first class CSR plan.

## What's Next?

The 60 Minute CSR Plan is based on The CSR Coach System.

Whether you're just beginning and you're not sure where to get started, or, you've already started and want to make sure you're on the right track, or you've been doing this for a while now and you want to know what will truly set you apart, the system will help you.

There are a variety of ways for you to get help, depending on the size of your business and your budget.

**[CSR Lunch & Plan](#)** - a 1 hour, virtual or face to face session to assess your business, current CSR and aims, followed by the supply of an expert-created plan. Ongoing support options are also available to keep you on track - from £199

**[CSR Fast-Track](#)** - a 4-week fast track webinar programme to set your business on the right track. the programme uses the CSR Coach System to create and kick off your CSR plan through four 30-45 minute webinars over 4 weeks. You do the work to create the plan using the webinars and workbook that we provide. You also have access to the CSR Coach throughout by email and phone to help you if you get stuck - £450

**[CSR Academy](#)** - a one-year coaching journey to become a certified, responsible, sustainable, happier and healthier business. From January 2020, you can be one of an exclusive and highly motivated group of businesses who will be coached through a proven process to embed CSR at the heart of your business. You'll be creating greater impact for the environment and good causes, boosting your reputation, and bringing your team together - £400 per month

Monthly support plans available from £79 to £175 per month.

## Recognising your achievements in CSR

If you are a dental business or practice, and you already have a CSR programme then it's important that you stand out from others so they can see that you're a responsible business. But that's hard to do without risking 'grandstanding' which can turn people off.

A simple, appropriate way to recognise your CSR is to apply for Dental CSR Certification. The gold, silver and bronze levels make it accessible for everyone, no matter where you are on your CSR journey. For more information or to apply, visit [DentalCSR.co.uk](http://DentalCSR.co.uk).

**[SEND ME AN EMAIL TO DISCUSS HOW I CAN HELP](#)**

## Why we are committed to social & environmental responsibility

## Who we will support

### What we will do

#### Quarter 1

#### Quarter 2

#### Quarter 3

#### Quarter 4

## Our Environmental Commitments

- 1.
- 2.
- 3.

## How we will talk about our CSR and when

## Who will manage our CSR and how