

The October 2010 publication of *Sustainable Excellence: The Future of Business in a Fast-Changing World*, by Aron Cramer and Zachary Karabell outlines the five core elements for achieving sustainable excellence:

1. **Think big: create business strategies that meet global challenges.**
2. **Use sustainability to drive innovation.**
3. **Set the right incentives internally and externally.**
4. **Embrace the transparent world and collaborate.**
5. **Make consumers your partners.**

## How 360 is your Corporate Responsibility program?

Corporate Responsibility (“CR”) signifies how a company operates on a sustainable basis—economically, socially and environmentally. A CR profile increasingly impacts a company’s ability to sell its products, recruit and retain talent, and enhance its valuation and stock distribution.

### Comprehensive CR programs:

- Build responsible and sustainable business and operational practices, including a focus on supply chain management and human rights issues
- Create a business and cultural identity that enhances a company’s reputation and differentiates its brand

At MJ Lilly Associates, we offer a comprehensive approach to developing Corporate Responsibility programs. Our CR services include:

#### PROGRAM ANALYSIS AND ASSESSMENT

We will conduct an in-depth review of your CR program to assess its overall strengths, weaknesses, and communications effectiveness. Our process includes:

##### Step 1: Due Diligence

Scrutinizing your program and interviewing your CR leaders to glean insights

##### Step 2: Competitive Review

Comparing your CR program to those of your key competitors

##### Step 3: Evaluation

Gauging your program’s effectiveness and ROI

##### Step 4: Report

Delivering findings and recommendations

#### PROGRAM EXPANSION AND DEVELOPMENT

We combine market knowledge and creativity to propose new and additional initiatives to enhance your CR program and generate promotional opportunities

- Identify public affairs platforms
- Develop and brand signature programs
- Establish strategic partnerships with other businesses, non- profits, experts and high-profile personalities
- Create cause-marketing efforts

The Globescan 2010 Sustainability Survey revealed that the highest ranking companies invested heavily in promotion. Communications efforts included a range of traditional media, as well as a new focus on social media.

According to the UN Global Compact and Accenture CEO Survey on Sustainability (June 2010):

- 93% of 766 corporate CEOs believe that sustainability has become critical to their success, and could be fully embedded into core business within 10 years
- 72% identified brand, trust and reputation as key drivers of CR
- 44% cited the potential for revenue growth and cost reduction
- 39% cited consumer and customer demand
- 31% recognized employee engagement and retention as a critical motivator for CR

## 360 PROMOTION

As strategic communications specialists, we deliver communications across traditional and social media

- Corporate Responsibility and Sustainability Reports
- Web strategies, blogs and social networking sites
- Merchandise and cause-marketing products
- Special events and experiential marketing
- CEO and leadership platforms
- Employee communications
- Advertising and web related strategies

The most comprehensive CR programs take a 360 approach and incorporate the following elements:

- **Governance:** Ethics training, meaningful transparency and CR committees on the Board of Directors
- **Products and Services:** Safe, healthy and/or environmentally friendly offerings and protocols
- **Diversity:** Cross-cultural hiring and professional development
- **HR initiatives:** Wellness, work-life balance, mentoring, and volunteer programs
- **Public Affairs Commitments:** Informing the public on critical issues and addressing crisis situations
- **Cause-marketing:** Donations of a percentage of product sales to a cause
- **Strategic Philanthropy:** Focused giving that reflects a company's business
- **Community Relations:** Efforts that support communities
- **Green programs:** Clean-tech, pollution control, recycling and carbon credits
- **R&D:** Innovative explorations for a better tomorrow

MJ Lilly Associates, LLC is a strategic communications consultancy dedicated to developing branding and integrated marketing programs. In working with clients to build brand value and drive business results, Corporate Responsibility is a key component to building a company's profile, enhancing its reputation, and ensuring sustainable growth and profits in today's global economy. Please contact us at [mjlilly@mjlilly.com](mailto:mjlilly@mjlilly.com) or phone 718-855-1853.

[www.mjlilly.com](http://www.mjlilly.com)