

## How to improve the company's image, atmosphere among the staff and also get a professional and attractive training?

Projects in the field of Corporate Social Responsibility (CSR)

Dear Sirs/Madams!

In my recent e-mails I have written about the importance of trust within a company - staff's trust towards the Management as well as trust among the staff members. In this letter I would like to point to an effective way of gaining trust of the Clients – that is to projects in the field of Corporate Social Responsibility (CSR).

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## 1. The advantages of realization of CSR projects within a company

- The improvement of company's **image**
- **Promotion** in the media
- Increased sense of **satisfaction** of staff as a result of doing socially valuable work
- **Support** of a local community for the company
- Positive reception of **consumers**

## 2. What is CSR?

In highly developed countries the idea of CSR has been developing dynamically for several years. CSR is concerned with ecological issues, racial and national minorities' problems, employees' rights – the issues of corporate social responsibility in a broader sense. Of course, these issues have various contexts in every country.

At present, many international corporations and celebrities are involved in the ideas of CSR, among others, the General Secretary of UN, Kofi Annan, has proclaimed Global Compact: nine rules promoting responsibility in business. New initiatives are born and more and more companies become involved in such activities.

Poland, as the most dynamically developing country in this part of Europe, on the eve of membership in EU, should not stay behind.

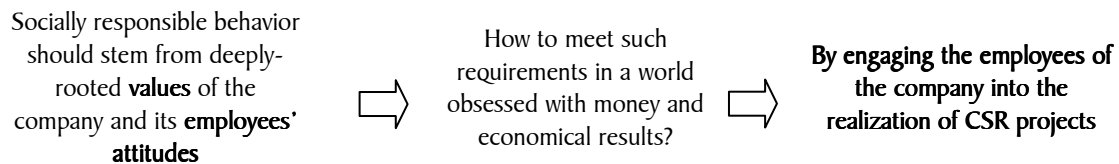
## 3. The impact of CSR on consumers' decisions

Nowadays the **image** of the **company** and its **perception as a whole** becomes the **key** factor for the **company's** success. What is expected from the corporations, apart from the good quality of their services, is the ethics of their conduct and a sense of **responsibility** for their employees, local community and natural environment.

Recent surveys among the inhabitants of EU have shown that **70 %** of **consumers** consider social responsibility of the company to be the decisive factor for choosing its products or services. Public opinion wants to know more and more often **how the profit of the company is gained**, at what ecological and social price.

Chances are for well thought strategy and taking into consideration **economical** and **ethical** factors simultaneously. Especially such behavior pays “dividends”. The employees who identify themselves with their company work better, the local community supports such a company, consumers appreciate its efforts and hence the apparent expenditures turn into **measurable profits**.

#### 4. How can you realize the ideas of CSR?



#### 5. How can AfT help you in that?

As a professional training and advisory company, AfT training & consulting offers broad organizational **experience** and help in leading and promoting an appropriate CSR program.

**Example of possible programs:**

- Helping various social groups (such as: disabled, elderly, children)
- Ecological projects
- Scientific and research projects

We provide support of the media and contact with suitable institutions. Our undoubted strength lies in our broad contacts, also **international** (among others with Outward Bound and Association for Experiential Education), which allows us to organize CSR programs in every place in the world, also in cooperation with specialized local organizations.

#### 6. Experiential learning and CSR

During training using the method of **experiential**, we conduct several projects, which directly refer to work realm. During discussions and analysis of the tasks done we plan specific changes in the acting strategy of teams and companies. It is a very good method. The most satisfactory projects are those which are not only attractive in form but also **useful** and **justified** in themselves.

Let us take, as an example, an exercise which is used very often in outdoor training: **bridge building**. How would the **motivation** for doing such a task change if we really were to build something **long-lasting** and useful for people. **Satisfaction** resulting from a well-done task would be considerably larger, and the effect of training increased thanks to a **deeper involvement** of participants in the task realization.

Being aware of immense possibility of increasing the training effect by company teams performing socially useful tasks, we recommend CSR projects.

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