

10 REASONS WHY SMALL & MEDIUM-SIZED BUSINESSES NEED TO IMPLEMENT CSR



1 IT WILL CREATE HAPPIER EMPLOYEES.

88% of millennial job seekers choose employers heavily based on strong corporate social responsibility values.

2 IT WILL KEEP YOUR EMPLOYEES ENGAGED.

Companies with highest levels of employee engagement see increases in their bottom line, improving an average of 19.2% in operating income, compared with a 32.7% average decline in companies with lower levels of engagement.

3 IT WILL HELP YOU RETAIN QUALITY EMPLOYEES.

Highly engaged companies can reduce staff turnover by 87% and improve performance by 20%.

4 IT WILL CREATE HAPPIER CUSTOMERS.

86% of consumers highly value businesses that place equal weight on society's interests as on their own business interests

5 IT WILL HELP YOU ACQUIRE MORE CUSTOMERS.

Consumers will support companies with purpose. 66% will buy its products or services, 66% will recommend its products or services and 64% will share positive opinions and experiences.

6 IT WILL GIVE YOU A BETTER UNDERSTANDING OF YOUR COMMUNITY.

If you and your employees are involved with local social issues in your community, you will certainly be in a better position to interact with your target markets, whether it be customers or future employees.

7 IT WILL GIVE YOU A UNIQUE OPPORTUNITY TO IMPACT YOUR COMMUNITY.

As local interaction grows, it provides you or your staff access to serve on boards, committees or other roles and positively impact the community.

8 IT WILL GIVE YOU INFLUENCE IN YOUR FIELD.

Only 33% of mid-size companies have established CSR programs. These numbers are trending up at a significant pace. Your progressive focus will put you at the front edge of where small and mid-sized businesses are headed.

9 IT WILL HELP YOU MAKE MORE MONEY.

A business leader need not have any interest in the philanthropy part of corporate philanthropy to see the benefits of its principles put into practice. As sustainability practices become more common companies are seeing a direct correlation to bottom line growth.

10 IT WILL CHANGE THE WORLD.

92% of the US based businesses are small and medium-sized. That is 7,431,808 establishments employing 115,938,468 people with receipts of 32,637,809,977. Imagine if each company had a specific social focus and maintained that for 5 years? We would indeed, change the world.

Sources:
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