

Selling Good Feelings: Where Corporate Responsibility Meets Brand Marketing

Corporate Responsibility Inventory

WHERE DO WE STAND? List CR Activities you are doing currently:				
INTERNAL COMMUNICATION: Who knows what we do? Who decides what we do? How well do we share that information? What is our current strategy?				
HOW DO WE SCORE? Rank your firm (1-5)	CR compared to TOP 3 Competitors:	CR compared to 3 Successful firms outside AEC:	CR activities compared to what we think we CAN do:	Outside perception of what we do:
WHERE DO OUR VALUES ALIGN BEST WITH CR? (circle top 3)	sustainability diversity environmental education sponsorships	employee development safety mentorship leadership resiliency	STEM health & wellness community investment arts & culture integrity & accountability	
WHAT DO YOU THINK IS THE RIGHT THING?	We want to be: We want to protect: We want to foster:		We want to take care of: We want to be a leader in: We want to help:	
WHAT ARE OUR BIGGEST CHALLENGES? (circle top 3)	CEO buy-in Board approval Financial investment		Staffing resource Time and management Creating a strategy to begin	

Strengths, Weaknesses, Opportunities and Threats

Firm Services or Products | Community Awareness and Perception

KNOW THE PERCEPTION:	<ul style="list-style-type: none"> • Internal Audit • Client Audit • Community Audit • Other Stakeholders
STRENGTHS	
WEAKNESSES	
OPPORTUNITIES	
THREATS	

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Tier 1 - Tier 2 - Tier 3

WHO ARE WE TRYING TO REACH? WHAT WILL MAKE THEM CHOOSE US?	
TIER 1 What do your clients care about?	
TIER 2 What do your clients' clients care about?	
TIER 3 What do YOU care about?	

MARKETING PLAN: PUT YOUR WORDS INTO ACTION! *OUTREACH PLAN*		
	SOCIAL ISSUE	MARKETING ACTIVITY
COMMUNITY ENGAGEMENT		
CHARITABLE GIVING		
BRANDING		
PUBLIC RELATIONS		
TIPS & TRICKS	<ul style="list-style-type: none"> • ACCOUNTABILITY: WHO-WHAT-WHEN • FREQUENT REVIEW OF WHAT'S WORKING AND NOT WORKING • ENSURE TOP-DOWN SUPPORT AND BOTTOM-UP ACTION • BE THE MOST EFFICIENT IN YOUR COMMUNICATION 	



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