

6 WAYS TO MAKE RESPONSIBLE BUSINESS INITIATIVES SUCCEED IN YOUR COMPANY

Congratulations, you've set ambitious, thoughtful goals for how your company is going to take care of its people, its communities, and its natural resources! Now comes the hard part. How do you make those goals happen? Here are **6 practical, profitable, and people-centric ways to implement responsible business programs**. Thanks to our friends at Daggerwing Group for their input.

1. **Prioritize.** Start with a clear understanding of what you're focusing on. Narrow down to a few things you can do well. Ask: what's feasible? Where can you make the greatest impact? Where can you make progress quickly? And what will matter most to your partners and customers?
2. **Define what needs to change - and prepare for it.** This includes people, processes, and enablers (like data and technology). Make sure you have the resources necessary, including people, skills, and knowledge.
3. **Clearly and simply articulate the story or issue.** To sell it and get alignment, your people need to understand it. Break it down and simplify it. Make it plausible, plainspoken, and personal: "This is what we're doing, why we're doing it, and why it benefits our business and, ultimately, you."
4. **Prove the business value.** Internal leaders need to recognize that it's not just a good thing to focus on these issues, but risky not to: you could fall behind the competition and harm public perception.
5. **Get everyone involved - and tap into their passion and energy.** Make people feel part of something that's important to the success of the business overall. Create a shared sense of accountability and commitment, including financial incentives for leaders to help achieve the goals. Help employees understand what actions they need to take - embed it in their jobs - so they feel connected to it and understand what's in it for them.
6. **Just start doing it!** It's easy to over plan and overthink. Don't get stuck in the spiral of "where do we start"? Just get started!

For a deeper dive into making ESG work for your company, check out this insightful episode of our "HearSay" podcast: [Walking the Walk on Responsible Business](#).