

Real
+
Relevant
+
Responsive

Corporate Citizenship



Beyond Good Company

Bradley K. Googins, Philip H. Mirvis, and Steven A. Rochlin

Next Generation Corporate Citizenship

New Book Explores Changing Role of Business in Society

Drawing on expertise from Boston College Center for Corporate Citizenship

Bradley K. Googins
Philip H. Mirvis
Steven A. Rochlin

Meet the Authors

Sunday 3 pm

Monday 5:30 pm

Locations TBD

www.beyondgoodcompany.com

One-day conference

Transforming Business-Education Partnerships: Seeking Solutions for the 21st Century

April 5, 2008 • 10 a.m. to 6 p.m. • InterContinental Hotel • Boston, MA
Registration fee: \$495 • Separate registration required

Register at: www.corporatecitizenshipconference.com

Creating more effective business-education partnerships—a challenge for 21st century corporate citizenship—will only be achieved through collective leadership and shared responsibility. Although huge sums of money, expertise, as well as the time and talents of employees have been contributed to schools, business-school partnerships have been inadequate. In fact, U.S. schoolchildren are losing ground.

The problem can be fixed

This one-day conference, sponsored by HP, KnowledgeWorks Foundation, and Booz Allen will explore how companies can transform their business-education partnerships by taking a more strategic approach. The experience of companies such as HP, Prudential, and Corning will be featured.

Speakers will discuss the importance of measuring the effectiveness of programs; leveraging employees and expertise; and being more pro-active with education partners. Attendees will also examine how companies can move beyond branding their own limited efforts to scaling up the very best programs.

Conference limited to 100 participants

The event will include:

- Keynote presentations
- Panel discussions
- Networking opportunities
- Continental breakfast and lunch
- Closing networking reception

Keynote Speakers:

Tony Wagner, co-director of the Change Leadership Group at Harvard Graduate School of Education, and author of the new book, *The Global Achievement Gap*, will kick off the event.

Chad Wick, CEO of KnowledgeWorks, will discuss the “Strive” template used to assess the impact of cross-sector initiatives and advocate that the rigor and standards of business operations apply to education partnerships.

Paul Gudonis, President of US FIRST and current chairman of the Massachusetts High

Technology Council will discuss the nationwide robotics competition his company sponsors that is designed to inspire high school students to pursue engineering careers.

The conference will be moderated by **William Symonds**, a senior fellow at the Kennedy School of Government at Harvard who is researching how business can work more effectively with K-12 educators.

Major initiative expected to emerge from conference

Those attending will also help shape a major new initiative the Boston College Center for Corporate Citizenship will launch calling for greater collaboration between the business and education sectors.

Keynote Speakers

(partial list)

TOYOTA

The Toyota Management Team will share its corporate philosophy, known as “The Toyota Way,” which is based on two pillars: Continuous Improvement and Respect for People. From The Toyota Way precept comes Toyota’s strong belief in good corporate citizenship.

To kick off this year’s conference and exemplify the theme of “Corporate Citizenship: Real, Relevant, Responsive,” Toyota has chosen to take a team approach to deliver the opening session. The Toyota Team will present an overview of how the company designs, manufactures, and markets its vehicles while engaging employees and communities and communicating with key stakeholders. Learn how these activities take place in an increasingly competitive environment—and under the guiding principles of The Toyota Way.



Charles J. Fombrun, Ph.D., a leading global expert on reputation, is CEO of the Reputation Institute, a privately held advisory group he founded in 1997. He regularly counsels companies about reputation management and developed the *RepTrak™ System*, a strategic tool used to track corporate reputations in 30 countries. He is a frequent commentator and columnist in the media, and is the author of six books including the best-selling *Reputation: Realizing Value from the Corporate Image* and more recently, *Fame and Fortune: How Successful Companies Build Winning Reputations* and *Essentials of Corporate Communication*.

Dr. Fombrun is a graduate of Queen’s University and earned his Ph.D. at Columbia University. He was the youngest faculty member ever appointed to the Wharton School where he remained for five years before moving to New York University’s Stern School in 1984, from which he retired as Emeritus Professor of Management in 2003.



Chip Heath, Ph.D., is the best selling coauthor of *Made to Stick: Why Some Ideas Survive and Others Die* and professor of organizational behavior at the Graduate School of Business at Stanford University. His research examines why certain ideas—ranging from urban legends to folk medical cures, from Chicken Soup for the Soul stories to business strategy myths—survive and prosper in the social marketplace of ideas.

These “naturally sticky” ideas spread without external help in the form of marketing dollars, PR assistance, or the attention of leaders. A few years back Chip Heath designed a course, now a popular elective at Stanford, which asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective.

Chip and his brother, coauthor Dan Heath, have taught and consulted on the topic of “making ideas stick” with Nissan, Chronicle Books, Ideo, and West Point, among others. Popular accounts of his research have appeared in *Scientific American*, *The Financial Times*, *Washington Post*, *Business Week*, *Psychology Today*, and *Vanity Fair*. He has appeared on NPR and National Geographic specials.

Prior to joining Stanford, Professor Heath taught at the University of Chicago Graduate School of Business and the Fuqua School of Business at Duke University. He received his B.S. in Industrial Engineering from Texas A&M University and his Ph.D. in Psychology from Stanford.

Headline

Breakout sessions 2008

Benchmarking Your Employee Volunteering and Giving Programs

A Center expert on volunteerism, joined by Bank of America, will discuss successful employee volunteering and giving programs and include examples of cutting-edge practices. The session will also feature new research that examines how volunteerism can leverage the power of employees and their relationship to their community to solve key social issues and foster greater commitment to the company.

Building a Culture of Corporate Citizenship

Today, leading companies understand that one-off programs and initiatives are not adding significant value to the financial, environmental, or social bottom line. We will examine how to building an authentic response to corporate citizenship by embedding it into the fabric of business culture and operations in a manner that moves your company into “next generation corporate citizenship.”

Case Study: Measuring Social and Business ROI

Companies invest significant resources through grants, volunteerism, and other community engagement activities and struggle to provide solid proof that these activities help the company’s social and economic bottom-line. Deloitte’s community involvement program will be examined using frameworks developed by True Impact that enable them to measure ROI, drive continuous improvement, prove value stakeholders, and guide investments.

Corporate Citizenship Journey: The Experts’ View

Over the years, several strong leaders have influenced the practice of corporate citizenship. Professor Sandra Waddock, author of *The Difference Makers*, will interview four of these thought leaders—Jane Nelson, Allen White, Steve Lydenberg, and Tim Smith—also profiled in her new book. In this session, you will hear how corporate citizenship has changed, the dominant forces now driving it and where it is heading.

Networking After Dark

Sunday Dinner

Host



5 pm Reception at the InterContinental

6:30 pm Dinner reception at Artists for Humanity* (transportation provided)

**Artists for Humanity is a nonprofit that bridges the economic, racial and social divisions by providing underserved youth with the keys to self-sufficiency through paid employment in the arts. Its building, the EpiCenter, is a 100 percent renewable energy green facility and has been named one of the top 10 sustainable buildings in the nation by the American Institute of Architects.*

Monday Dinner

Host



6 pm Cocktails at the InterContinental

7 pm Dinner in hotel ballroom

Dinner speaker: **Andrew Zolli**, Futurist, Author, and Founder of Z+ Partners will discuss the millennial generation.

Plus Performance and visual artist **Vanessa German**

Does Your Company Have What it Takes to Manage Corporate Citizenship?

This session explores what it takes to manage corporate citizenship across the firm. It will look at how tools such as the Center's Corporate Citizenship Assessment tool can help you assess your company's corporate citizenship management capability and engage your colleagues across the business in understanding their role in building your company's corporate citizenship programs.

Going Global: Facing the Challenges of Entering Emerging Markets

As companies globalize their corporate citizenship, they face complexities like cultural translation, different regulatory frameworks, and new partnership opportunities and challenges. These issues will be examined from the perspectives of on-the-ground and inside the company. The session will also explore the competencies needed to deliver a well aligned and integrated corporate citizenship global strategy and lessons being learned in the process of going global.

How Do You Structure Corporate Citizenship? Perspectives from Two Leading Multinationals

There is no "one size fits all" approach to structuring corporate citizenship. In some instances, companies are creating dedicated corporate citizenship teams, while in others they are managing corporate citizenship in a more cross-functional manner by sharing accountabilities across many business areas. This session examines how UPS and Nike have taken different approaches to structuring corporate citizenship yet share many common challenges and key success factors.

Is Corporate Citizenship a Profession?

Is corporate citizenship a profession? If so, what are the competencies required to be a professional in this field? This session will explore the professionalization of the corporate citizenship field and will explore how leading companies like Microsoft and PepsiCo. view the corporate citizenship management function and the emerging competencies required for an effective corporate citizenship manager.

Is Today's Brand Promise Sustainable for Tomorrow's Customer?

Consumers are taking control of communication and turning the tables on companies. This session will explore what companies need to do to make sure that their brand promise holds true in all aspects of the value chain. This session will also share best practices of a leading brand with a strong commitment to a fully sustainable product life-cycle.

Navigating the World of Code Mania

Increasing demands for corporate responsibility have led to an explosion of voluntary standards and codes of conduct. Making up this alphabet soup are the GRI, the UN Global Compact principles and ISO's emerging standard on corporate citizenship (ISO26000), among others. To be explored: What does all this mean for companies operating globally and how companies can effectively work with these codes?

New Media: Who Controls Your Message?

Blogging? Social Networks? YouTube? FaceBook? So many new ways to communicate, but how does a company decide what's right? Are you still trying to learn the jargon, figure out the technology and bridge a new digital divide and perhaps a generation gap? The wide, wide world of Web 2.0 will be explored and Intel will share how it uses blogs, social networking, and other options to communicate.

No Longer Invisible: Citizenship at B2B Companies

In today's marketplace, clients, employees and other stakeholders are now pressing business-to-business companies on their corporate citizenship initiatives. Companies that once operated under the "radar" are creating integrated citizenship strategies to engage a wide range of stakeholders. Hear about the successes and challenges three very different companies face in integrating community and sustainability strategies into their company's corporate citizenship vision and actions.

Not Going It Alone: Using Employees, Customers, and Industry Partners to Drive Citizenship

Hear senior business leaders from the marketing and procurement side of the business discuss how to build the right partnerships and incentives to drive corporate citizenship—from the inside-out with employees and from the outside-in with customers, partners in the community and business alliances.

Real, Relevant, and Rhetoric: Communications and the Authenticity Gap

In an age of transparency, authentic communications is an essential part of a good citizenship strategy. The session will address the risks that come with adopting language and graphic images that are more aspirational than real and how to craft corporate citizenship messages that are consistent with your branding, marketing, and overall corporate communications practices.

Framing the Issues

Ask an expert to introduce an exciting topic in a room full of smart, articulate, high performers and watch amazing ideas and exchanges happen. That's the formula for these Framing the Issues sessions. Come prepared to ask tough questions, share brilliant solutions and brainstorm with others working through similar challenges.

Measuring Social Impact

Is the corporation truly responsible to society? It is the inherent question in the term “corporate social responsibility,” yet it rarely gets asked—let alone measured. Let’s explore how to better assess the impact of social programming on society and the company’s core business operations. Come prepared to describe your own efforts at social-impact assessment, and to get and give feedback with peers.

“Next Generation” Corporate Philanthropy

Over the past decade business has made dramatic changes in the how philanthropic resources are mobilized and utilized with an emphasis on more effectively addressing pressing societal needs. This session will focus on three innovative developments sparked by business involving 1) human and financial resources, 2) tools for self-help and capacity development, and 3) institutional arrangements, especially the shift of many foundations.

Positive Deviance

Being an agent of change is essential in the area of corporate responsibility. This session presents the Positive Deviance (PD) developmental method of change. PD is based on evidence that in every environment there are people whose uncommon practices or behaviors enable them to find a better solution to a problem. Professor Sternin will take a corporate citizenship problem facing one company and walk through the process in a real-time inquiry session.

Social Reports Refocused: Lessons from the Experts

Three companies—representing different sizes, industries, and geographies—will discuss in-depth how to make the reporting process real, relevant, and responsive. The session will cover best practices, lessons learned and how to use reporting to drive citizenship and corporate values inside and outside the company. They will also discuss how the process helps create a culture of continuous improvement beyond traditional performance indicators.

Time to Get Real: The State of Corporate Citizenship in the U.S. and Beyond

The findings of the 2007 State of Corporate Citizenship in the U.S. survey show that the question for companies is no longer *why* corporate citizenship, but *how*. The real challenge is closing the gap between aspiration and action. The Center, The Hitachi Foundation, and the polling firm GlobeScan will discuss the findings from this survey in the context of the dizzying array of other survey work and larger global trends in corporate citizenship.

Truth or Consequence: Is High Performance Business Related to Corporate Citizenship?

Accenture’s High Performance Business Institute has explored the relationship between performance and corporate citizenship and will share its findings by presenting

“Ten Truths”—trends that emerged from the research. An example of one of the truths: “On average, low performers published more reports over the past few years than high performers.” Would you say that’s true or false? Learn the answer—and more—during the session.

Unique Challenges of Corporate Citizenship in the Service Sector

The service sector faces unique challenges when building corporate citizenship into business strategy. This session will look at emerging leaders from the financial and professional service industries and how certain risks and opportunities drive their strategies. From employee engagement to philanthropy to business operations, learn what has motivated these companies and what benefits they have realized.

Win the War on Talent with Corporate Citizenship

Competition for employees who are talented, creative, and driven to satisfy customers is fierce, amounting to what has been characterized as “a war for talent.” Our research shows that corporate citizenship initiatives can serve as a highly effective employee engagement lever and drive coveted outcomes such as increased employee productivity, satisfaction and retention.

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Space is limited. Register today!
www.corporatecitizenshipconference.com

Conference Registration Fee

Members \$1,395* • Non-members \$1,695*

Team Discounts: Take \$100 off each registration for a group of three or more participants registering from the same company. (Participants must register at the same time.)

* Registration is open exclusively to corporate citizenship practitioners inside companies.

Hotel Accommodations

The InterContinental Boston

510 Atlantic Avenue

Boston, MA 02210

Reservations: 617.747.1000

Reference "Boston College Center for Corporate Citizenship" to receive our group rate (expires March 9).

Group rate: \$235 per night (plus state and local taxes)

Corporate Citizenship:
Real + Relevant + Responsive

*"Knowledge has to be improved, challenged,
and increased constantly or it vanishes."*

— Peter F. Drucker

Take advantage of your trip to Boston and select your next executive education course toward a certificate.

April 9-11, 2008

**Measuring, Managing, and Reporting Corporate
Citizenship Performance**

Learn how to create practical indicators for corporate citizenship and systematically measure and track your performance.

Social Innovation and Impact

Assess your company's current community involvement strategy and program portfolio in relationship to changing expectations of business. Learn how companies are innovating to deliver more value.

Course fee and registration is separate from conference.

Register at www.bccccc.net



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