



OTM PARTNERS
Trust. Integrity. Creativity.

What is CSR and Why Does it Matter?

Expectations have evolved. Customers, members, investors, suppliers, communities, governments and the general public not only expect, but also now demand increased social responsibility and self-regulation. They want to know that the corporations and organizations they do business with have brands and cultures that contribute positively to the world around them.

On the most basic level, CSR is the essence of being a good corporate citizen. It is how a company interacts with its customers, the public and the world, and more specifically, how a company meets or exceeds its ethical, legal, commercial and public expectations and obligations.

Beyond this initial definition are the many complex layers that go into implementation of a CSR program. A sustainable and impactful CSR initiative does not just pay lip service to a company's ideals; it transforms those ideals and promises into real and measurable outcomes. CSR becomes part of the DNA of the organization, and it is the guiding principle for overall strategic decision making.

Corporate Social Responsibility (CSR) is a long-term investment and a tool that can enhance a company's bottom line. It is rapidly becoming an essential business process, and it needs to be part of every executive's strategic plan. More and more businesses are recognizing this and are implementing CSR programs. As part of this process, they need to ask themselves how their efforts stack up against competitors and how well they are communicating their CSR story.

A successful CSR program is also fully transparent and well communicated to the public and other stakeholders. This communication of overall CSR goals and achievements helps to build trust in the company as well as its brands. And, as any business leader knows, that trust is an invaluable asset in today's highly competitive global marketplace.

CSR is not only good business; it's also common sense. It is a business practice that everyone can get behind and benefit from. It's a win-win situation for all involved, and we at OTM Partners are proud of the part we play in making it happen.

At OTM Partners, we specialize in the development and management of nationally branded communications programs with a focus on corporate social responsibility campaigns.

Blending creativity with craft, we transform challenges into opportunities and objectives into outcomes.

Corporate Social Responsibility (CSR) is our business. Our award-winning team of CSR strategists has more than two decades of experience in the communications arena, and we understand that effective CSR programs are an essential element for succeeding in the business world today.

Whether you are looking to assess your current CSR efforts or to create a national program from the ground up, OTM Partners is the right team to help you achieve your goals.

© OTM Partners, LLC. All rights reserved.