

THE ROLE OF COLLABORATION IN ACHIEVING CORPORATE SOCIAL RESPONSIBILITY OBJECTIVES



THE CASE SOLUTIONS
 The case solutions.com is a leading provider of corporate social responsibility solutions. We help businesses achieve their CSR objectives through a range of innovative solutions.

PERSONAL RESPONSIBILITY
 The case solutions.com is a leading provider of personal responsibility solutions. We help individuals achieve their personal CSR objectives through a range of innovative solutions.

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INTERNATIONAL REPORTS AND RESEARCH SERVICES
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 Global Access to over 100 million reports and research services from leading international research firms.

LEADER TO THE VOICE OF THE CUSTOMER
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 Customer feedback is essential to success. Best practices to harness the customer voice and drive the success of the organization are being used by leading organizations to make the customer part of the solution. The cases solutions.com is leading the way. The cases solutions.com is leading the way.

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MARKET AND FINANCE
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LEADER TO GET OUT OF THE SHIP
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 A leader to get out of the ship is a leader to get out of the ship. The cases solutions.com is leading the way.

HEARINGS WHAT BUYERS
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INTERACT INTO THE FLOW OF WORK
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 Collaboration is essential to success. The cases solutions.com is leading the way.

PERFORMANCE
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INDIVIDUAL BENEFIT AND CORPORATE BENEFIT

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Individual benefit is just as important as the overall corporate benefit (if not more so)

Instead of focusing on the overall corporate value and benefit when communicating collaboration; focus on the impact directly to employees. Employees care about how this will impact them on an individual basis. How will this make their jobs and lives easier?

STRATEGY BEFORE TECHNOLOGY

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LISTEN TO THE VOICE OF THE EMPLOYEE

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Companies are always so adamant about listening to the voice of the customer, but what about the voice of the employee? When going down the collaboration road within your organization it's important to make employees a part of the decision making process from step one. Listen to their ideas, their needs, and their suggestions and integrate their feedback in your technology and strategy.

LEARN TO GET OUT OF THE WAY

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By trying to enforce and police everything, you stifle collaboration within your organization. Some best practices and guidelines are fine to have but let your employees do what they need to do.

Policing them is completely counter-intuitive to the whole goal and concept of collaboration and it will make you fail.

LEAD BY EXAMPLE

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If leaders at your organization don't use and support collaborative tools and strategies then why should the employees? Leaders are very powerful instruments to facilitate change and encourage desired behaviors. If you want adoption to increase, get your management on board from the start.

INTEGRATE INTO THE FLOW OF WORK

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Collaboration should never be seen as an additional task or requirement for employees. Instead collaboration should fit naturally into their flow of work.

CREATE A SUPPORTIVE ENVIRONMENT

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There's nothing more confusing than having a digital environment that doesn't emulate the physical one. For example if you want your employees to share and collaborate using technology yet you encourage individual competition then what's the point? In this type of an environment why would employees want to share anything? A supportive environment also means having training and education resources available for employees as well as evangelists within the organization.