Wright Path Strategies LLC

Business for Good is Good for Business

PLAN FOR INCREASING MY FIRM’S IMPACT

Date: _______________

Assess: Evaluate firm’s current community engagement programs – pro bono, community service, giving, etc.

Focus: Examine practice areas and clients areas of interest to arrive at a focus point – where do attorneys and staff share a passion area in the community?

Align: Strategically align current initiatives with chosen focus and identify opportunities to improve positive impact to people, planet, and profits

Create: Develop goals for CSR program and recommend new initiatives, engaging with stakeholders in the process

Implement: Prioritize initiatives and identify who will do what to make the CSR program happen

Measure: Collect and analyze data on the effect and impact of your CSR efforts on the 3Ps—people, planet, profits

Communicate: Celebrate accomplishments and raise program awareness using social media, website, etc. Nominate your firm for your local Chamber of Commerce CSR awards

Improve: Review and analyze CSR program annually or semi-annually and refine as needed to maximize impact and engagement

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Wright Path Strategies LLC is a mission-driven consulting firm providing organizations integrated strategies for scaling mission while increasing social impact