

A photograph of a hand reaching up towards green leaves against a bright sun, symbolizing growth and potential. The image is framed by a dark blue border. The sun is positioned in the upper left, creating a strong lens flare effect that illuminates the scene. The leaves are vibrant green and have a slightly blurred, natural appearance. The hand is positioned in the lower left, with fingers slightly spread, reaching towards the leaves.

corporate social responsibility

potentialone – unleashing the potential of people in organisations



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about **potentialone**

potentialone is a social enterprise, operating to a double bottom line of economic and social benefit.

our mission is to create a vibrant business which contributes to social change in israel.

we work towards this mission by supporting the effective development of people in an organisational context, both business and non-profit organisations.

we work to make connections between people in the business and the non-profit sectors to contribute to strengthening our community.

we work with individuals to coach them in life skills and career decisions.

potentialone was founded in 2005 by elaine cohen, british –born, who immigrated to israel in 1990. elaine has 25 years of business and social sector experience, in israel and abroad, with global and local organisations. in her last corporate role, elaine served as vp human resources and corporate social responsibility with unilever israel.

potentialone engages a team of skilled professionals in providing services to clients.

amongst **potentialone's** valued clients are israeli affiliates of global companies, local companies – from diverse business sectors from hi-tech to petrochemical industry, non-profit organisations mainly in the field of humanitarian aid, philanthropists, and individuals.

potentialone is active in community contribution – in particular, support for the management college, rishon le zion, israel, where **potentialone** sponsors students who are social contributors by providing annual study grants, and in leading many other projects.

our motto is: **one who wishes to sing will always find a song**

thank you for taking the time to review our services.

for more detailed information, or see our website www.potential-one.com



about the way **potentialone** works

envision – engage – map – perform – measure

<p>envision</p>	<p>we assist you in envisioning the outcomes of a successful strategy, plan, process or intervention – this is the first stage in any activity ... we ensure we are working to the right objectives by defining the outcomes ... and the goals, targets and milestones along the way ..</p> <p>our core question to you, our client, is:</p> <p>how will you know when you have succeeded ?</p>
<p>engage</p>	<p>we assist you in defining and engaging all relevant internal and external stakeholders - this process requires understanding stakeholder needs, understanding the way they can influence the progress or outcomes of your plan, and understanding the various ways in which they can be successfully engaged. engagement is a gradual process, it usually starts early on, for core stakeholders, and will usually continue during planning and implementation. without engagement of the key people, no plan can succeed.</p> <p>our core question to you, our client, is:</p> <p>who influences the outcome ?</p>
<p>map</p>	<p>we assist you in defining all the relevant stages of planning, development and implementation by reviewing data, strengths, weaknesses, opportunities, challenges, risks, benefits, options for action, sensitivity analyses, scenarios .. in fact.. anything that is relevant to the way you will plan and implement your program.. we review the data, analyse it , draw conclusions, and work with you to define a program which will deliver the outcomes in a measurable way ..</p> <p>our core question to you, our client is:</p> <p>what data do you have and what do you need ?</p>
<p>perform</p>	<p>we assist in identifying resources necessary to perform – we make sure you know how to measure the things you want to measure , we work with a scorecard methodology which defines actions, goal and targets in a clear and compact way., and assist you in ensuring its effective use... we support delivery as project leaders or consultant guides - we coach teams or individuals – we help you execute ..</p> <p>our core question to you, our client, is:</p> <p>how do you know you are on track to succeed ?</p>
<p>measure</p>	<p>we assist you in measuring progress of your strategy delivery using the original outcomes definition, goals, targets and data and any other metrics developed - we calculate and analyse performance data - we assess trends, gaps and opportunities in performance, we look at current realities and review need to modify targets - we help you complete your scorecard ..</p> <p>our core question to you, our client, is:</p> <p>where is the data which proves your success ?</p>

about corporate social responsibility

corporate social responsibility is an ethical way of doing business which takes into account all internal and external stakeholder needs and results in stronger business and stronger communities

insights

- csr ...is about managing risk and reputation ¹
- conscious capitalism honouring the financial power of intangibles like moral leadership, vision, transparency, ethics... ²
- csr is the conduct of a corporation's business in an ethical and socially responsible manner resulting in a positive interface with and impact on all the corporation's internal and external stakeholders, the environment and society in general. ultimately, corporate socially responsible behaviour should create higher standards of living whilst preserving or enhancing sustainable business growth and profitability of the corporation ³
- **potentialone can assist you in developing an appropriate csr strategy for your business**
- csr builds business value in diverse ways: by enhancing brand image, establishing a more cooperative relationship with government regulatory agencies, and garnering the interest of investors who are interested in issues related to sustainability. it also helps: attract and retain talented, motivated employees; enhance the company's position in new markets; position the company as a good partner for peers, government, and ngos; and improve risk recognition and avoidance. the list goes on and on ⁴

potentialone can support you in the following ways :

○ csr strategy	○ csr roadmap ○ stakeholder engagement ○ csr reporting
○ csr workplace	○ diversity culture and program ○ responsible workplace practices
○ csr community	○ community involvement ○ employee volunteering
○ ethics	○ code of ethics ○ ethical practices and assimilation

potentialone is committed to supporting businesses contribute to positive social change whilst delivering business results, through focused social responsibility actions

¹ www.mallenbaker.net

² patricia aburdene, megatrends 2010, hampton roads publishing

³ potentialone

⁴ lynn sharp value shift mcgraw hill

csr strategy

insights

- a roadmap has a destination, directional guidelines and milestones to ensure you keep on the right road .. when followed, it gets you where you want to go ¹
- different sizes of companies have different approaches towards csr ²
- a good reputation depends on management practices that prevent reputation-destroying misconduct, foster quality and customer services, respect the natural environment, and demonstrate corporate citizenship ³
- **potentialone can assist you in creating and implementing the right csr strategy for your business**
- csr has its place in all aspects of the business ⁴
- stakeholders can be defined as those groups who impact and/or are impacted by the company and its activities. in addition to those the company impacts directly -- employees, customers, shareholders, communities, investors, and local and national regulators -- "stakeholders" now can include suppliers and their employees, employees' families, nongovernmental organizations, and the natural environment in which a company's products or services may be sourced, manufactured, sold, used, or disposed. ⁵


potentialone stories

- ✓ potentialone has written a csr strategy proposal for a local affiliate of a multi-national organisation
- ✓ potentialone team has practical experience of implementing csr in a large corporation

our model

envison – engage – map – perform - measure

some more details

<ul style="list-style-type: none"> • csr roadmap 	we assist you in defining your core business values as the backbone your company's csr agenda - – we map all the csr impacts of your business and identify the challenges and opportunities - we assist you in developing a strategy and an implementation roadmap for csr which will leverage business opportunities whilst positively impacting society and environment
<ul style="list-style-type: none"> • stakeholder engagement 	we assess potential stakeholder issues and map the relevance for your csr strategy - we connect stakeholder issues to your csr strategy and assist you to develop a systematic approach to dialoguing with stakeholder groups - we assist you to incorporate stakeholder issues into your csr strategy and implementation plan
<ul style="list-style-type: none"> • csr reporting with 	we map all areas for reporting according to gri guidelines, and create a special reporting framework using credit360 tools, and define the reporting framework over a 3-5 year time period - we map the way data should be gathered , input and collated and we model the style of social report that best fits your business culture and style, and your csr achievements - we write your social report, and identify communication channels

but don't forget

csr isn't just a strategy .. it's a way of life .. and motivated by a desire to do well by doing good

one more thing

csr strategy is important, but who supports delivery of your strategy ? see **human resources effectiveness** - visit our website www.potential-one.com

¹ potentialone

² tony hoskins, the icsa corporate social responsibility handbook, isca publishing, p 62

³ lynn sharp value shift mcgraw hill p 48

⁴ tony hoskins, the icsa corporate social responsibility handbook, isca publishing, p 74

⁵ www.bsr.org

csr workplace

insights

- we are each unique unto ourselves 1
- today the buying power of diverse groups is growing faster than the general population 2
- a diverse workforce, reflecting the demographics of the many different markets provides a competitive advantage and helps acquire new business 3
- the biggest changes over the last decade have come in employers' attitudes towards work, family and flexibility 4
- **potentialone can assist you in creating an exciting diverse and responsible workplace**
- diversity drives efficiency and innovation-it is the foundation of sustainability: economic, cultural, and environmental 5

potentialone stories

- ✓ potentialone has facilitated a panel discussion on the subject of diversity for a public meeting of maala, the business in the community affiliate in israel
- ✓ potentialone has defined a diversity development roll-out plan for a major corporation in israel

our model

envision – engage – map – perform - measure

some more details

• diversity	we assist you in engaging leaders in your business to champion diversity and inclusion dialogue and practices, and develop a diversity program - we map the diversity challenges, advantages, and opportunities for your business, identify key stakeholders and develop appropriate business platforms for leveraging diversity, we assist in building a diversity strategy and plan and in communicating and implementing your diversity program
• responsible workplace practices	we assist you in engaging your hr function to lead responsible workplace strategy and later, in engaging managers to partner the program - we map possible areas of intervention – working conditions, employee reward and benefits, recognition, safety, training and development, flexible working, work-life balance, equal opportunity, family connection, employee rights, and help you model options for defining and planning your responsible workplace program - we assist you in implementing your responsible workplace strategy and leveraging the benefits effectively through internal communication channels

but don't forget

diversity = choice = resilience ⁶

one more thing

responsible workplace practices must be considered in the context of **culture** .. read more on **our website** www.potential-one.com

¹ miller and katz, the inclusion breakthrough, berrett koehler publishers

² bob trebilcock, diversity inc. dec 06

³ www.hp.com

⁴ <http://www.management-issues.com/2007/1/19/research/work-life-balance-key-to-being-the-best.asp>

⁵ what we learned from the rainforest, tachi kiuchi & bill shireman, berrett koehler publishers

⁶ what we learned from the rainforest, tachi kiuchi & bill shireman, berrett koehler publishers

csr community involvement

insights

- businesses cannot succeed if their communities are failing ¹
- the quality of the relationship between a business and the communities with which it interacts is set to become a crucial determinant of business success ²
- **potentialone can assist you in creating a and exciting and positive community involvement program which benefits your business, your employees and the community**
- **81.7%** of corporations focus their employee volunteer programs on core business functions ... **58%** of corporations use their employee volunteer program for recruiting and retaining employees ³
- employee volunteering is a three-way partnership between the employer, employee and the receiver of these volunteers for each party there are clear benefits in getting involved ⁴

potentialone stories

✓	potentialone consults to and supports a programme of community involvement for a global hi-tech company in israel
✓	potentialone has mapped employee volunteering programs of several and diverse companies in israel using our 7-point model, and provided strategic guidance for maintaining and improving the programs
✓	potentialone regularly volunteers in a range of social and educational activities and provides grants to students at the management college rishon le zion who volunteer in the community

our model

envision – engage – map – perform - measure

some more details

<ul style="list-style-type: none"> • community involvement 	we assist you in envisioning the positive outcomes of a community involvement program at three levels – business, community, employees - we map potential areas of community involvement and community partners, we identify the options for employee involvement which leverage business and individual capabilities in line with community needs, we assist the development of a plan of action and development of dialogue with community partners, and we identify the resources required and assist you in implementing your community involvement program and leveraging the benefits effectively through internal communication channels
<ul style="list-style-type: none"> • employee volunteering 	we assist you in engaging your company leadership, community partners and employees in volunteering activity and in determining the type of volunteer activity would best fit employee skills and aspirations and motivate them to join the program - we map volunteer opportunities and resources required to leverage business and individual capabilities in line with community needs - we assist the development of a plan to train and equip volunteer employees and in clarifying expectations, implementing the program and leveraging the benefits through effective communication

but don't forget

it's win win win .. it's a net gain for all involved ...

one more thing

supporting community rests on the base of a **responsible workplace** – see what we know about this on **our website** www.potential-one.com

¹ amber chand in cause for success, Christine arena , new world library p 45

² Grayson and hedges, everybody's business, dk publishing , p 121

³ www.pofl.org

⁴ <http://www.employeevolunteering.org.uk/about/index.asp?id=2&themeid=75>

ethics

insights

- ethical business conduct has never received so much attention ¹
- anyone who seeks to create a culture of personal and social responsibility, of openness and integrity, does it best by personally setting an example. still, it is important to communicate expectations, standards and a solid commitment to ethics ²
- make ethics part of your heritage ³
- **potentialone can assist you in writing your code of ethics for your business and assimilating it within your employee population**
- employees are turning their backs on employers with no sense of moral responsibility. ethical issues are becoming crucial in the recruitment process ⁴

potentialone stories



potentialone has consulted on code of ethics development to major companies in israel



potentialone has experience of leading the implementation and assimilation of an ethical code in a large business

our model

envision – engage – map – perform - measure

some more details

<ul style="list-style-type: none"> • code of ethics 	<p>we map all the relevant values, business objectives, stakeholder connections, ethics reference points, ethical dilemmas and stories from your business - this may involve wide internal consultation and participation of business leaders and managers – we use our database of existing codes to benchmark relevant issues - we write a draft code as a starting point for the engagement process, taking care to use the appropriate style and tone for your organisational culture - in this stage we also define the policy/process/procedures which should support assimilation of ethics code and behaviours – and we create company-specific dilemmas to assist understanding and assimilation - we finalise the written code in consultation with your business leaders and teams</p>
<ul style="list-style-type: none"> • ethical practices assimilation 	<p>we lead, or assist you to lead a process for engaging key managers, and later, wider employee groups, in leading the assimilation process – taking care to carefully combine this process with existing working practices so that ethics becomes a natural way of life .. we assist you to select ethics champions - we lead or assist you to lead a comprehensive employee assimilation process using all compatible forms of employee communication channels and interaction – we validate the assimilation process using our values validation method</p>

but don't forget

it starts with your personal example ...

one more thing

you have an ethics code – how do you integrate it into your performance management programmes ? see what we know about **performance management** on our website www.potential-one.com

¹ steven r.barth, corporate ethics, aspatore publishing

² steven r. nish, good ideas for creating a more ethical and effective workplace, unlimited publishing

³ anita roddick business as unusual, anita roddick books

⁴ tim hatcher, ethics and hrd, basic books



other areas of expertise of potentialone:

human resources effectiveness	
○ hr impact	<ul style="list-style-type: none"> ○ hr audit – building the hr function ○ hr strategy – delivering value ○ hr team – business partnering
○ hr processes	<ul style="list-style-type: none"> ○ organisational architecture ○ strategy execution (scorecard) ○ talent development ○ performance development ○ employee engagement
○ global hr	<ul style="list-style-type: none"> ○ merger and integration processes ○ virtual working ○ matrix structures ○ global succession planning
○ culture	<ul style="list-style-type: none"> ○ coaching / mentoring culture ○ trust and collaboration culture ○ building discipline ○ storytelling
non profit effectiveness	
○ cause impact	<ul style="list-style-type: none"> ○ vision, mission and strategy ○ branding
○ business skills	<ul style="list-style-type: none"> ○ business planning ○ project execution ○ impact measurement
○ people effectiveness	<ul style="list-style-type: none"> ○ leadership and board development ○ human resources management ○ staff and volunteer effectiveness
○ partnerships	<ul style="list-style-type: none"> ○ partnering with the business sector for community projects ○
personal effectiveness	
○ career	<ul style="list-style-type: none"> ○ finding the work you love ○ career transitions coaching ○ work-life balance coaching
○ life goals	<ul style="list-style-type: none"> ○ personal effectiveness coaching ○ personal branding
○ life skills	<ul style="list-style-type: none"> ○ influencing ○ succeeding in uncertainty ○ detaching ○ networking

one final insight

one who wishes to sing will always find a song

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