

CVNY November 2018 - Managing Change: Advocating for your CSR Strategy (Recap)

Guest Speakers:

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Moderator:

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Key Takeaways in advocating for new or existing programs

- It is difficult to develop change proof initiatives, but taking the following steps will help you advocate for new or existing program when new leader is onboarded:
 - Recruit an executive sponsor
 - Identify your advocates and build a cross-functional team that consist of HR, Communications, Marketing and Social Media – engage from conception and throughout program and ensure that everyone feels that they have a thumb print in your program
 - Create a measurement and tracking system
 - Share stories and social media impressions – Government Affairs need good stories
 - Ensure strategy align with the brand and business goals
 - When defending your program - when the program was built, it served x, y,z purposes

Key Takeaways in managing the change of a new leader

- Take the initiative to get to know the leader and build him/her into an ally and get a seat at the table
- Listen to what your leader is saying about the company, his/her goals, and company goals
- Share your initiatives – Invite them in and ask questions / what would they love about it and how would they change
- Revamp the program/initiative to align with the leader's goals
- DON'T be defensive. BE flexible. Put yourself in their shoes.
- Be confident and know what you bring to the table – passion, skills, and expertise