

At pod, we help our clients on their way to becoming more sustainable and responsible businesses. We are proud to assist organisations build the business case and momentum behind sustainable change. No matter where you are on this journey, **we can help you take the next step**. We do this by asking the right questions and listening to your stakeholders. Here's an outline of some of the ways we can answer your questions.

## WHERE DO WE START?



Why is CSR important to you?

What are you trying to achieve and what are your drivers?

Building the business case, defining competitive advantage?

Who are your stakeholders?

What do your stakeholders care about?

## HOW DO WE GET GOING?



What have you been doing so far?

What are we aiming for?

Does the business understand what you're trying to achieve?

Who are the key internal people?

What behaviours promote positive impact?

What does impact look like?

## WHAT NEXT?



What does your average employee think?

Are your leadership community behind this?

Do you have appropriate support and systems in place?

How can we measure success?

## MAXIMISE IMPACT?



What are your future priorities?

How will you define and measure success?

How can we maximise the impact of existing work?

Are there any areas where you're not hitting targets?