



Capital Consulting Company

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Capital Consulting Brings You Training and Techniques for Achieving Corporate Social Responsibility (CSR) copyright KimKuhle 2016

Building a Sustainable Program

Increasing Teamwork, Loyalty and Brand

Leveraging the Innovation Culture Internally and Externally



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CCC provides Facilitation and Frameworks for Building Innovative Communities.

CCC Develops deeper CSR Networks by leveraging entrepreneurship.

Who: Executive, Middle Managers and Department Leaders

What: Teaching Skills for Drawing the CSR out of community and structuring it to Create Meaningful Systems, Action Plans and Metrics

Why: To Increase Collaboration, Outcomes and Customer Experiences

How: Systematic Process Construction copyright KimKuhle 2016



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The more a company makes itself known for its social responsibility actions, the more the company makes its culture known to its customers. The more the CSR culture is used to explain the company's story, the more it's known as a positive customer experience. The byproduct is a positive brand, use of economic diversity principles and a more engaged workforce.

The company's story is its impact – it's CSR.

CCC helps Companies build their unique CSR Outcomes and leverage their innovation culture. copyright KimKuhle 2016



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*The CSR program engages the Collective Intelligence of the Company's
Ecosystem to Transform Ideas Into Value*

CCC facilitates the process of helping people to think outside of the box for an entrepreneurial purpose, while collaborating with a network of partners, startups, incubators and suppliers.

CCC can assist with investment in the creation of a community-wide entrepreneurial ecosystem. A surprising side benefit is employees who begin to think in more creatively entrepreneurial ways. They are able to build CSR Networks, enhance the brand and increase profits. copyright KimKuhle 2016



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**Partners: Corporations,
Women and Minority Owned Businesses
Investors in the Global Network
Small Business Investment Corporations
Community Development Financial Institutions
Disadvantaged Business Entity/Minority Supplier Systems**

Process: Teams decide on the top 5 CSR Goals and Allocate Company Resources.

Using the local democratic decision process, CCC helps Teams Build Inclusiveness.

Providing Leadership Training for the purpose of Achieving CSR. copyright KimKuhle 2016



Strategies to Assess and Present CSR Story in a Proactive Way
Elements: Conversation Analytic Method
Matrix Database and Continuous Evaluation
Collaborative Process to Build Ecosystem

Questions, Incentives, Drivers: What are the connecting components?

How can we validate and mirror the pockets of success?

How can we tie needs to local solutions and in what order?

How can we collaborate to exchange surplus for shortage? copyright KimKuhle 2016



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The Process: Facilitate Community Discussions
Outline and Rank Needs
Document Local Resources
Systemize the Technology and Social Infrastructure
Update the Questions

Action Plan for CSR: Name Educators, Mentors and Leaders

Inform investors and Share their Success
Use CSR Database for the Next Organic Step
Facilitate Evaluation Session

Start the Process Again copyright KimKuhle 2016



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CSR Outcomes: Leadership, Collaboration Language and System Building
Techniques for achieving the Entrepreneurial Community.

Outcomes: Written Corporate, Community and Personal Entrepreneurial
Action Plans CSR Sustainability Plan

CSR Database, Brand Story, Collaboration, Momentum, Brand Enhancement

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