Thank you for joining:

**Doing Good & Doing Well: Finding Jobs with Meaning & Good Pay**

The webinar will begin shortly.

If you are experiencing technical difficulties with Adobe Connect, please call 1-800-422-3623.
Doing Good & Doing Well
Finding Jobs with Meaning & Good Pay
Presented by: Richard Crespin, ESIA '93
August 1, 2013
12 pm – 1pm EDT
“Maximizing your positive impact, while minimizing or eliminating the negative.”
Agenda

• Finding a responsible company

• Working in corporate responsibility vs. working for a responsible company

• Getting paid & fulfilling a social conscience

• Can creating a better app create a better world?

in association with
HAVE

DO

BE
## Changing the Accounting Ledger

<table>
<thead>
<tr>
<th>Traditional Econ</th>
<th>Responsible Econ</th>
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<tbody>
<tr>
<td>• Assets</td>
<td>• Finance</td>
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<td>• Liabilities</td>
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<td>• Revenues</td>
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<td>• Philanthropy</td>
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You can do well by doing good

My company can demonstrate that CR has

- Enhanced profitability: 31.2%
- Decreased profitability: 0.3%
- We can’t measure: 68.5%
Customers care about CR

At least one of my company’s product/service offerings relies on a CR-related message in its marketing.
Responsible companies

[Logos and certification marks of responsible companies]
Responsible companies
My company has a formal CR role
Evolution of the Corporate Responsibility Profession:
• Largely a reaction to an industrial scandal.
• Became a "boom" industry following reform to federal sentencing guidelines in early 2000s.
Evolving generations of a profession

**Generation 1.0**
- CEO
- CRO
- Unit
- Unit
- Unit

**Generation 1.5**
- Firm 1
  - CRO
- Firm 2
  - CRO
- Firm 3
  - CRO

**Generation 2.0**
- Grad School
- Intern/Experience
- CRO
Evolving generations of a profession

While titles vary, some solidification of roles and responsibilities:

– Corporate Responsibility Officer
– Vice President of Corporate Responsibility
– Director of CR Communications
– Director of Foundations/Philanthropy
– Director of CR Procurement Strategy
– Director of Environment, Health, & Safety
– Director of Sustainability
When people ask me how to get a job like mine I tell them they should spend more time learning the industry. For every job like mine there are dozens others [without a CR title] where you can still have an impact.

CRO, Major Company USA
Company Organizational Chart

President
[Name]

VP - Sales
[Name]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

VP - Production
[Name]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

Manager
[Department]
[Name]
[Phone/Email]

VP - Marketing
[Name]

Manager
[Department]
[Name]
[Phone/Email]

Manager
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Manager
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[Name]
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Manager
[Department]
[Name]
[Phone/Email]
Several members of the IBM Corporate Service Corps in Kumasi, Ghana.

Ritu Bedi
CRM Business Consultant, India

Pietro Leo
Executive IT Architect, Italy

Julie Lockwood
Manager, Integrated Supply Chain, U.S.

John Tolva
Senior Program Manager, Cultural Strategy and Programs, U.S.

Charlie Ung
New Media Producer, Canada

Arindam Bhattacharyya
Solution Manager, India
Stay in touch...

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