

LBG+ *getting ready*

LBG membership helps build and manage an effective corporate community investment (CCI) program. Reaping the reputational benefits is a natural extension of a well-run, sophisticated community investment program but this takes time. Businesses can often see the value of LBG as a tool to better measure and manage effective community investment but may not feel ready to be a full reporting member. Our new **Getting ready for LBG** supports you and your business to prepare. Along the way we build the capacity of your team, help you plan how an effective roll out can be achieved and help you prepare your community partners.

Getting ready right

Each company is different with different challenges. And each business is at different points on their journey to realising the full value of an effective, well managed community investment program.

We will work with you and your business to develop an LBG readiness plan that will suit you and fits with your time lines. There is no right or wrong it will take as long as it takes and LBG will be with you on the journey.

How does it work?

Getting ready for LBG offers a tailored plan to train and prepare your business for effective community investment measurement and management.

One size will never fit all, so in preparing you for LBG we'll want to get to know your business and your challenges. We will then draft your plan accordingly. The following steps outline elements that we'd seek to explore in developing your plan.

Our process involves gaining an understanding of your business; piloting the program; and assisting with rollout.

- ⇒ **Gain access to the global community of LBG companies and learn from their experience**
- ⇒ **Create a faster path towards improved community investment**
- ⇒ **Get the data you need to build a business case within your organisation**

Step 1 – Understanding

What, if any, data is already available?

What, if any, system/s are in use to collect data?

Who and where are the key personnel?

What support and training might they require?

What is the strategic plan for your community program?

Step 2 -Pilot

Introduce the LBG model at a basic level to committed colleagues or in specific pilot locations, building knowledge and experience and collecting hard data. Those colleagues, may later help to advocate for the model and allay fears of excessive time being required to collect data. They'll also be confident applying the model and collecting actual data that can then be verified for reporting.

Your community partners are central to delivering an effective program. Their ability to deliver on expected outcomes and report on progress can make or break a CCI program and consequently detract from or build your program. LBG for Community certification is recommended during step 2.

Step 3 – Roll out

With trained and confident personnel and certified community partners, you will be ready to effectively collect data across the business and report into LBG accessing the full suite of insights and benchmarking to make more informed decisions and be a best practise company.



MEASURING
COMMUNITY
INVESTMENT

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