



WHY BUSINESSES NEED LEADERS TRAINED IN CSR

93% of Americans believe that companies are responsible for supporting social and environmental issues.³



90% OF AMERICANS CLAIMED THEY WOULD BE MORE LOYAL TO COMPANIES THAT BACKED WORTHY CAUSES.³

95% OF THE LARGEST GLOBAL COMPANIES REPORT ON THEIR CORPORATE RESPONSIBILITY ACTIVITIES.²



97% of companies reported having a corporate citizenship operating budget.¹

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SOURCES:

1. Boston College Center for Corporate Citizenship, 2013
2. KPMG Survey of 250 Companies, 2013
3. Cone Communications, 2013 Social Impact Study