

## Up Close and Personal with David Grayson Summary of Discussion

10<sup>th</sup> March, Barry Cable Room, Subiaco Oval



### Opening Comments

David gave a brief introduction to the whole concept of Corporate Social Responsibility (CSR) and summarised how he became involved in the area. He informed the guests that a Google search on CSR revealed 64 million references, a staggering figure for a subject so few claim to know anything about. He talked of the reluctance of some businesses to get involved in CSR because of the perceived workload or 'the cost' to them and he called upon those in the NFP and community services sector to make it easier for them. To go looking for partnerships and not hand outs. To go armed with an attitude of *Win-Win* and *What can We do for You* approach as opposed to walking in and just asking for money.

David outlined his own experiences in some innovative and very successful UK projects including Project North East. He talked of projects involving partnerships between significant sized corporates and community organisations and professional development programs where senior corporate executives spent time observing the management style of a School Principal in a London High School or a day in the life of a Prison Warden.

### Impact of CSR

CSR is mitigating impact on Society and looks at the core way they (organisations) treat their staff and customers, also the environment, learning and growth.

CSR should be coherent and consistent within core operations rather than sticking some money in the pot for a cause.

### Not for Profits working with Business

NFP's should not just see 'business' as a source of money; but look at the many other potential ways in which business can assist NFP's. These David referred to as the 'Seven Ps':

- People - Look at what they do and the time they can give doing it for you
- Product – What does the company do? Can they do this for you and who could participate in doing it?
- Promotions – Can they develop an association with a cause for example: Affinity Card
- Premises – Space they may offer at the weekend? Free office space?
- Power – Can they open doors to other businesses and people for you?
- Profits – Can they give access to others corporations and High Net Worth Individuals?
- Purchasing – Can businesses and corporates help you through their purchasing strengths? Can they buy cheaper for you?

### Snapshot of Question Time

*David on people types and how we can learn to identify them to help drive CSR to the forefront:*

#### **3 types of people –**

1. Connectors- connect people together for a better outcome;
2. Movers- can take disparate information and see a pattern
3. Sales people - who sell the ideas

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### ***David on CSR topics in Schools***

Questions were raised about were there any UK examples of schools including in their curriculum business enterprise, civics education and environmental impacts by business?

David saw education being challenged by raising entrepreneurs and environmentalists.

David cited some examples and resources;

- UK Common Purpose program for 14-15 year olds called 'Just Do It' or similar in schools
- Rudyard Kipling Poem 'If' for inspiration
- USA – Junior Achievement Program; Volunteer mentors for 16 yr olds for 2 terms to inspire them to set up small business
- UK Young Enterprise Program; Volunteer mentors for 16 yr olds for 2 terms to inspire them to set up small business

### ***David on 'Venture Philanthropy'***

Organisations want to be involved, for example Goldman Sachs program is a good one for opening doors to others organisations to follow suit.

### **Rio Tinto WA Future Fund Suggestions on Partnerships:**

- Decide if it is going to be long term
- Decide who is appropriate
- Take your time – it may take a year to work out
- Be aware partnerships can go wrong from either party

### **OPSM/Luxottica Group comments**

Peter Murphy made comments regarding the Luxottica Group's successful partnerships with the Salvation Army, the Croc Festival and their missions to Fiji. Peter explained the success of their involvement in these projects was easily measured by the positive staff discussion about what they got out of their participation in the events.

### **David's call to action for NFP's**

#### **What is essential?**

- Alignment of values between groups – good fit
- Do your homework, take the \$ out and see what you have left
- Have fun!
- Companies could test the market by offering a small amount of \$ first

### **'How do we measure our progress?'**

Often a funder measures on a very different set of criteria to the NFP's. Therefore, NFP's need to:

- Know what the criteria will be.
- Determine the criteria to measure the progress so the funder continues to fund.
- Find something realistic by exploring statistics which can be measured so the funder can use these for reports and publications (such as Annual reports).

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### **Changing Attitudes**

David agreed there needs to be a paradigm shift in thinking in both sectors. They need to change their language so they don't see businesses as a cash cow.

WACF can play an important role in providing a safe place to collaborate for NFP's and organisations.

### **Useful References**

David suggested to look at his books on building partnerships.  
David's new book is called "*Corporate Social Opportunity!  
7 Steps to make Corporate Social Responsibility work for your business*"  
By David Grayson and Adrian Hodges



Richard Steggle, 'Filthy Rich and other NFP Fantasies'

Giles Gibbons, 'Good Business'

Malcolm Gladwell, 'The Tipping Point'

Jonathan Porritt, 'Friends of the Earth'

Resources:

- Partnerships WA
- UK Community Links Program

Visit David's website for more resources [www.davidgrayson.net](http://www.davidgrayson.net)