



ALIGNING SOCIAL VALUES WITH COMPANY'S CORE COMPETENCIES

Train the trainers

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01.

INTRODUCTION

Definition of social values, Definition of company's core competencies, Significance of alignment between them

02.

BENEFITS OF ALIGNING SOCIAL VALUES

Building reputation and trust, Increasing employee engagement, Creating positive social impact, Generating long-term value for the company

03.

STRATEGIES

Identifying key social values, Assessing existing company competencies, Mapping alignment and identifying gaps, Implementing corrective actions

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CHALLENGES AND FUTURE

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CONCLUSION

Key takeaways, Call to action

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Q&A SESSION

The presentation will be interactive, allowing for questions and discussions on the strategies for aligning social values with company competencies. Additionally, visual aids such as charts, diagrams, and practical examples may be used to better illustrate the concepts discussed.

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Social values

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Democratic way of management:

The democratic way of management means that the company involves its employees in the decision-making process regarding its business activities. In the case of cooperatives, as a rule, each employee is an owner of the entire enterprise.

Overriding priority of social goals:

This means that the company's primary focus is on achieving certain social objectives, such as combating poverty, above all else.

02

03

Diversity:

An important value is diversity, which encompasses inclusivity. A social enterprise must, by principle, be inclusive above all else.

EXAMPLES OF SOCIAL VALUES

Equality: The belief that all individuals should have equal rights and opportunities

Justice: The principle of fairness in the way people are treated and how decisions are made.

Freedom: The value placed on individuals' rights to make their own choices and express themselves freely.

Respect: The importance of treating others with dignity and consideration, acknowledging their rights, and valuing their contributions

Community Welfare: The focus on the well-being of the community as a whole, emphasizing mutual aid, cooperation, and support for the vulnerable.

Responsibility: The expectation that individuals and organizations will act accountably, considering the impact of their actions on others and the environment.

Honesty: The emphasis on truthfulness, transparency, and integrity in interactions and transactions.

Sustainability: The value placed on preserving natural resources and protecting the environment for future generations.



Aligning social values within organizations, communities, and individual lives can have profound benefits across various dimensions. Social values, which encompass principles such as equality, justice, respect, and community welfare, guide behaviour and decision-making processes. Their alignment can lead to enhanced social cohesion, improved organizational performance, and a more fulfilling personal life.

BENEFITS OF ALIGNING SOCIAL VALUES

Enhanced Organizational Culture and Identity

Organizations that align their operations and policies with clear social values foster a strong sense of identity and purpose. This can improve employee morale, loyalty, and productivity, as staff members feel part of a mission that transcends the pursuit of profit.

Increased Stakeholder Trust and Loyalty

When companies or institutions align with social values that resonate with their customers or stakeholders, they build trust and loyalty. This alignment can lead to more sustainable customer relationships and a stronger, more positive brand reputation.

Improved Social Cohesion and Community Engagement

Aligning social values within communities promotes inclusivity, understanding, and respect among diverse groups. This enhances social cohesion, facilitates peaceful coexistence, and encourages active community engagement and participation.

Attracting Talent and Enhancing Employee Satisfaction

A workplace that embodies and respects social values attracts individuals who share those values. This can help organizations attract and retain talented employees who are motivated not only by salary but also by the impact of their work on society.



BENEFITS OF ALIGNING SOCIAL VALUES

Driving Social Change and Innovation

By prioritizing social values, organizations and individuals can become catalysts for social change, advocating for and implementing innovative solutions to societal challenges. This can contribute to the overall well-being and progress of society.

Better Decision Making

Aligning decisions with social values leads to more ethical and thoughtful outcomes. It ensures that decisions consider the broader impact on community welfare, the environment, and future generations.

Enhanced Corporate Social Responsibility

Companies that align their strategies with social values enhance their CSR initiatives, leading to projects and investments that genuinely benefit society. This can mitigate negative environmental and social impacts and contribute positively to global challenges.

Personal Fulfillment and Alignment with Personal Ethics

On an individual level, living in alignment with one's social values fosters a sense of integrity and fulfilment. It ensures that personal and professional actions are consistent with one's ethics, leading to a more cohesive and satisfying life experience.



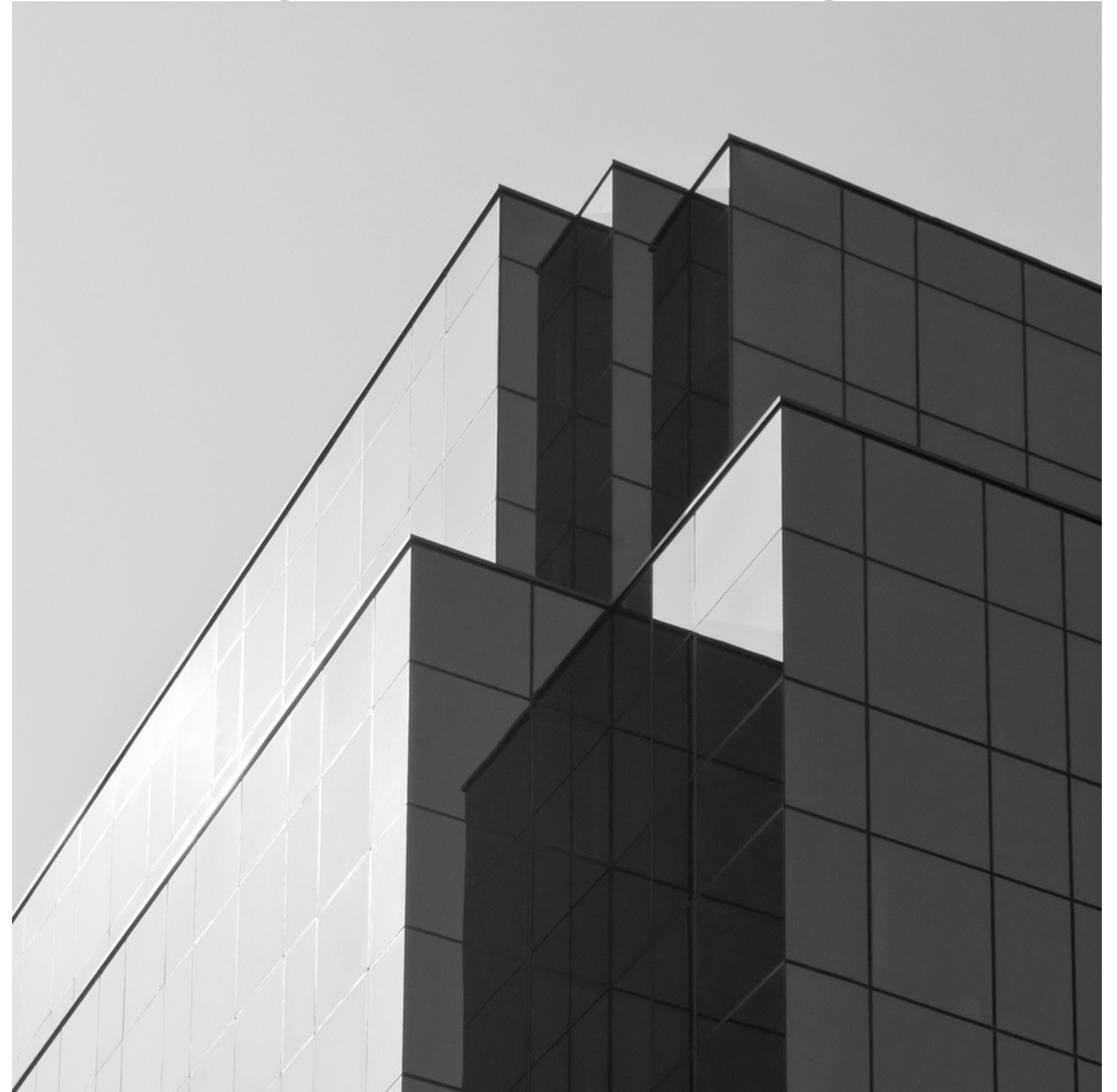


Aligning social values across different spheres of society not only enhances ethical standards and social welfare but also offers tangible benefits for organizations and individuals alike. It encourages a more responsible, inclusive, and sustainable approach to business, governance, and daily living, contributing to a more equitable and prosperous society.

COMPANY'S CORE COMPETENCIES

Among the key competencies of a company are primarily the ability to generate profit, adaptability to changes (market-related, etc.), innovativeness, and predictability.

A company's core competencies are its unique strengths or strategic advantages that distinguish it from competitors, providing a foundation for the creation of value and competitive differentiation. These competencies stem from a combination of pooled knowledge, technical capacities, and the integration of diverse skills across the organization.



SIGNIFICANCE OF ALIGNMENT

Economic context

The company must primarily generate profit.

Cooperation

In the contemporary world, competition in the market matters, but so does the ability to cooperate and engage in partnerships.

Management

Shared management of the company also helps to further motivate employees, resulting in greater efficiency automatically.

Social inclusion

Social inclusion of socially excluded individuals allows for harnessing the potential of often invisible groups in the labor market.

STRATEGIES

- Identifying key social values;
- Assessing existing company competencies;
- Mapping alignment and identifying gaps;
- Implementing corrective actions.

Developing strategies to align a company's operations with key social values involves several steps.

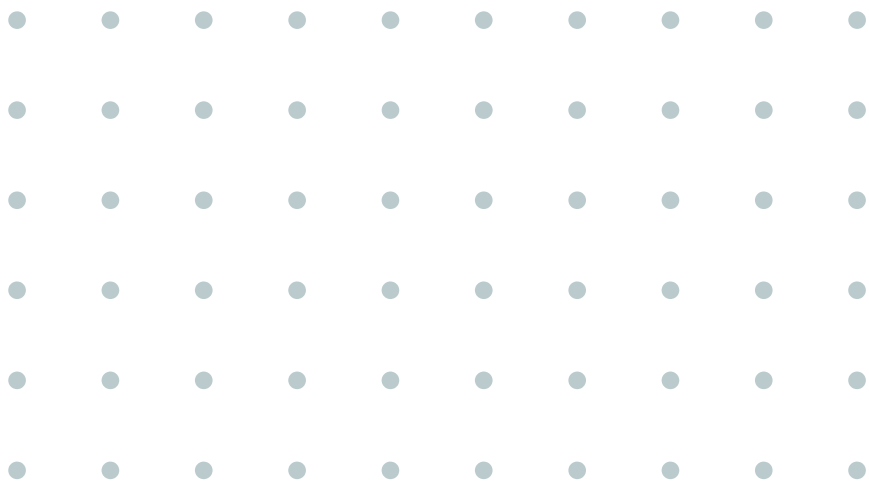
Identifying Key Social Values

RESEARCH AND DIALOGUE:

Engage stakeholders including employees, customers, community leaders, and industry experts to gather insights on relevant social issues. Use surveys, focus groups, and public data to understand community expectations and ethical considerations.

PRIORITIZATION:

Determine which social values are most relevant to your business and stakeholders. These might include sustainability, fair labour practices, community engagement, diversity and inclusion, and ethical sourcing.



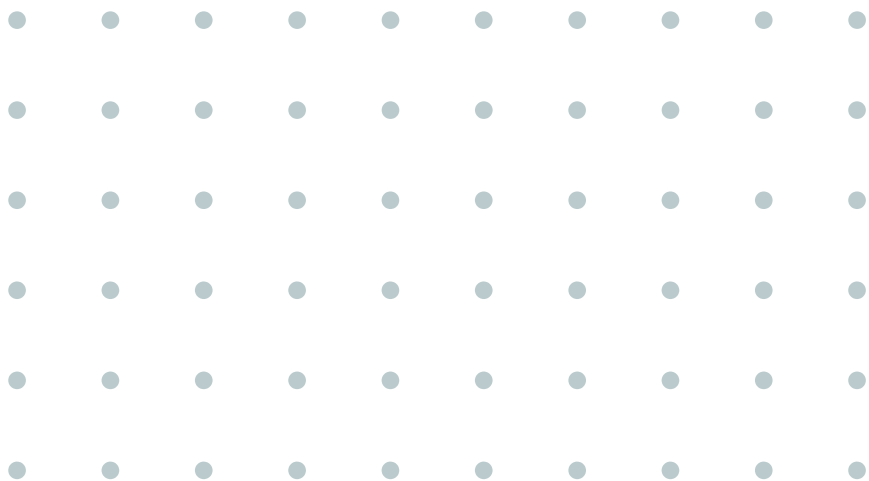
Assessing Existing Company Competencies

INTERNAL AUDIT:

Conduct a thorough review of current business practices and policies to evaluate how they align with identified social values. Look at areas like HR policies, supply chain management, environmental impact, and community relations.

BENCHMARKING:

Compare current practices against industry standards and leading practices in CSR. Identify strengths and areas for improvement by benchmarking against competitors and recognized leaders in corporate responsibility.



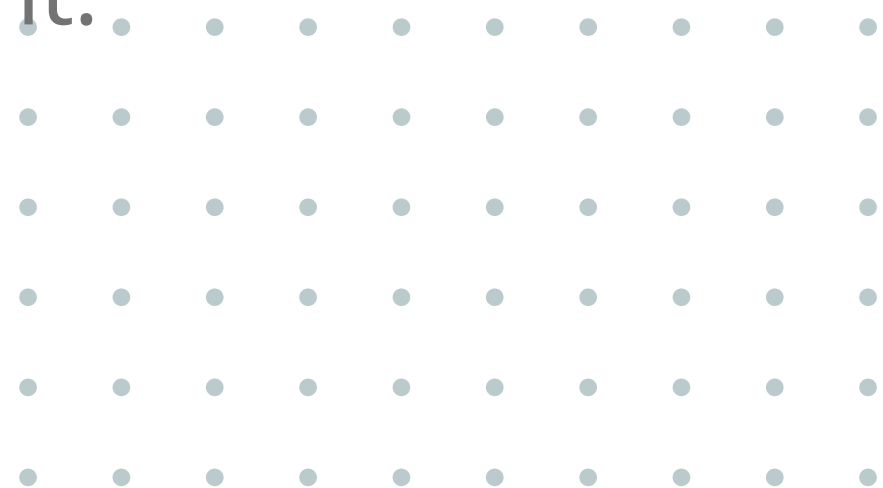
Mapping Alignment and Identifying Gaps

ALIGNMENT CHART:

Create a visual or tabular representation of how current competencies align with the key social values. This could be in the form of a matrix that maps company practices against social goals.

GAP ANALYSIS:

Systematically identify discrepancies where company practices do not meet the desired standards or values. Highlight both the areas of misalignment and opportunities for innovation or improvement.



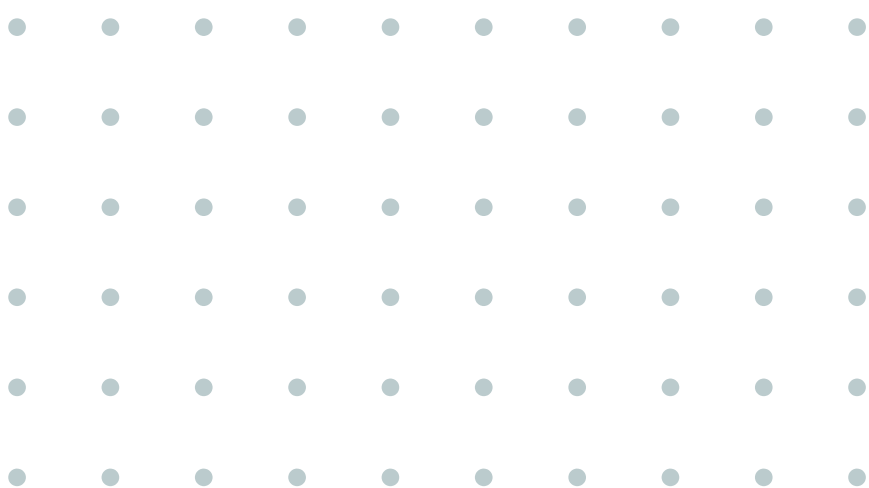
Implementing Corrective Actions

STRATEGIC PLANNING:

Develop a detailed action plan to address the identified gaps. This plan should include specific objectives, assigned responsibilities, timelines, and required resources.

POLICY UPDATES AND TRAINING:

Update policies and conduct training sessions to ensure all employees understand and can implement the new standards. Focus on areas like compliance, ethical conduct, and CSR initiatives.



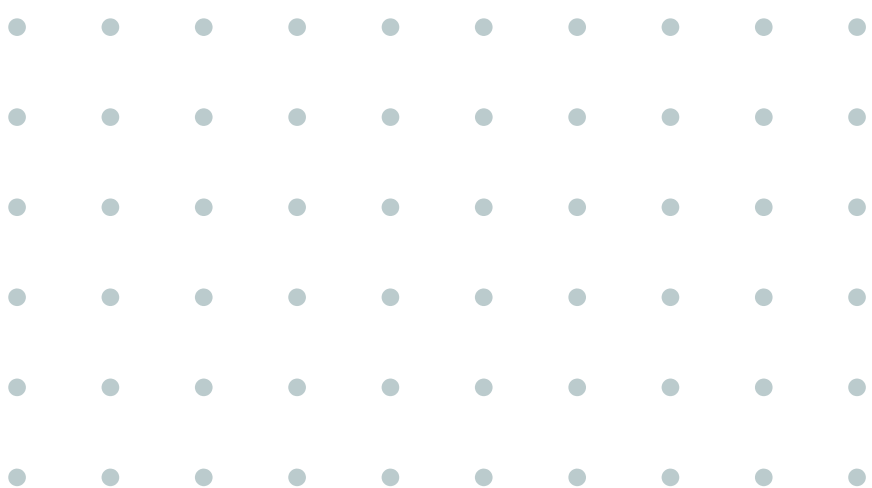
Implementing Corrective Actions

PILOT PROGRAMS:

Roll out pilot initiatives to test new practices in a controlled setting before company-wide implementation. Use feedback from these pilots to make necessary adjustments.

MONITORING AND REPORTING:

Establish metrics and monitoring systems to track progress towards aligning with social values. Regularly report these findings internally and externally to stakeholders.



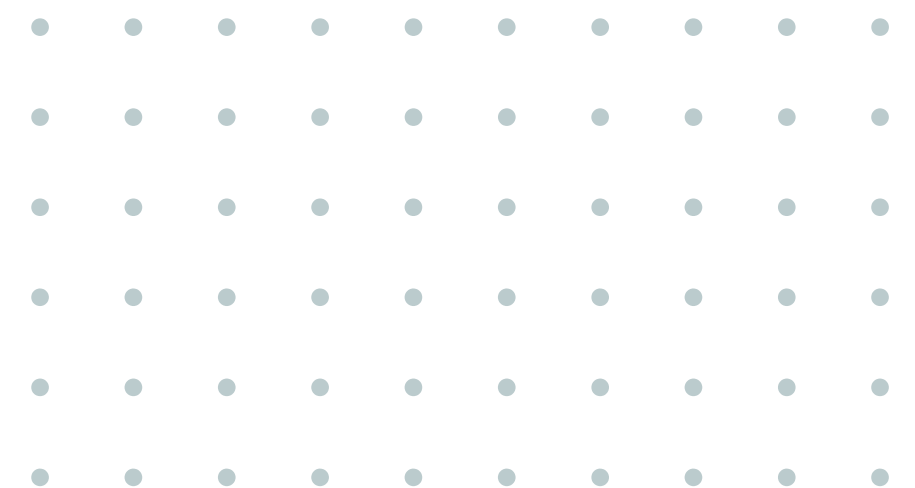
Continuous Improvement

FEEDBACK LOOP:

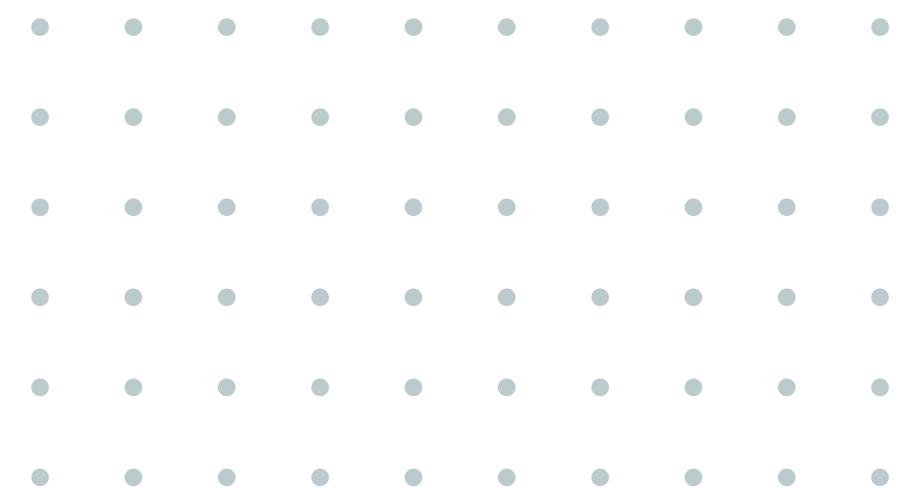
Create mechanisms for ongoing feedback from stakeholders to continually refine practices and align more closely with evolving social values.

REVIEW AND ADAPTATION:

Regularly review the effectiveness of implemented changes and adapt strategies as necessary to respond to new challenges and opportunities in corporate social responsibility.



Several companies have effectively aligned their business competencies with key social values, using strategies that not only enhance their corporate social responsibility but also contribute to their overall success. Here are examples from different industries and the strategies they employed, along with the outcomes they achieved:



PATAGONIA - ENVIRONMENTAL SUSTAINABILITY

Strategy:

- **Commitment to Sustainability:** Patagonia has built its brand around environmental activism, investing in sustainable materials and practices.
- **Transparency and Accountability:** The company shares detailed information about its supply chain and environmental impact, and actively engages in environmental advocacy.

Outcomes:

- **Brand Loyalty:** Patagonia's commitment to the environment has earned it a loyal customer base that values ethical consumption.
- **Innovative Products:** The use of recycled materials and organic cotton has led to innovative product lines that meet consumer demands while minimizing environmental impact.

MICROSOFT - TECHNOLOGY ACCESSIBILITY AND EDUCATION

Strategy:

- Accessible Technology: Microsoft invests heavily in making its products accessible to people with disabilities.
- Global Education: The company has initiatives to improve digital skills worldwide, particularly in underserved communities.

Outcomes:

- Market Expansion: By making technology accessible, Microsoft opens up new markets among users with disabilities and underserved regions.
- Corporate Image: These efforts enhance Microsoft's image as a socially responsible company, improving stakeholder relations.

STARBUCKS - ETHICAL SOURCING AND COMMUNITY ENGAGEMENT

Strategy:

- Fair Trade Practices: Starbucks commits to ethical sourcing through its Coffee and Farmer Equity (C.A.F.E.) Practices.
- Community Stores: The company has opened stores in underserved areas with the aim of supporting local economic development.

Outcomes:

- Supply Chain Stability: Ethical sourcing ensures the long-term sustainability of supply chains.
- Community Support and Brand Strength: Community stores help improve local economies, fostering goodwill and enhancing Starbucks' brand image.

UNILEVER - ENVIRONMENTAL IMPACT AND HEALTH

Strategy:

- Sustainable Living Plan: Unilever's plan focuses on reducing environmental footprint and increasing social impact through its product life cycles.
- Health and Hygiene: Initiatives aimed at improving health and well-being globally, such as promoting hygiene and sustainable farming practices.

Outcomes:

- Consumer Trust: These practices build consumer trust in Unilever's brands, associating them with positive social impact.
- Operational Efficiency: Sustainable practices reduce costs in the long run, for example through decreased water and energy usage.

Analysis of Strategies and Outcomes

HOLISTIC APPROACH

These companies integrate CSR (Corporate Social Responsibility) into their core business strategies, making it a fundamental aspect of their operations rather than a peripheral activity.

STAKEHOLDER ENGAGEMENT

Effective engagement with stakeholders—including customers, employees, and local communities—enhances the companies' reputations and solidifies their market positions.

LONG-TERM PLANNING

By focusing on long-term impacts rather than immediate profits, these companies invest in sustainable growth, which can lead to more stable and profitable operations over time.



Corporate Social Responsibility

Environmental Responsibility:
Companies aim to reduce their carbon footprints, manage waste, use sustainable resources, and mitigate their overall environmental impact.

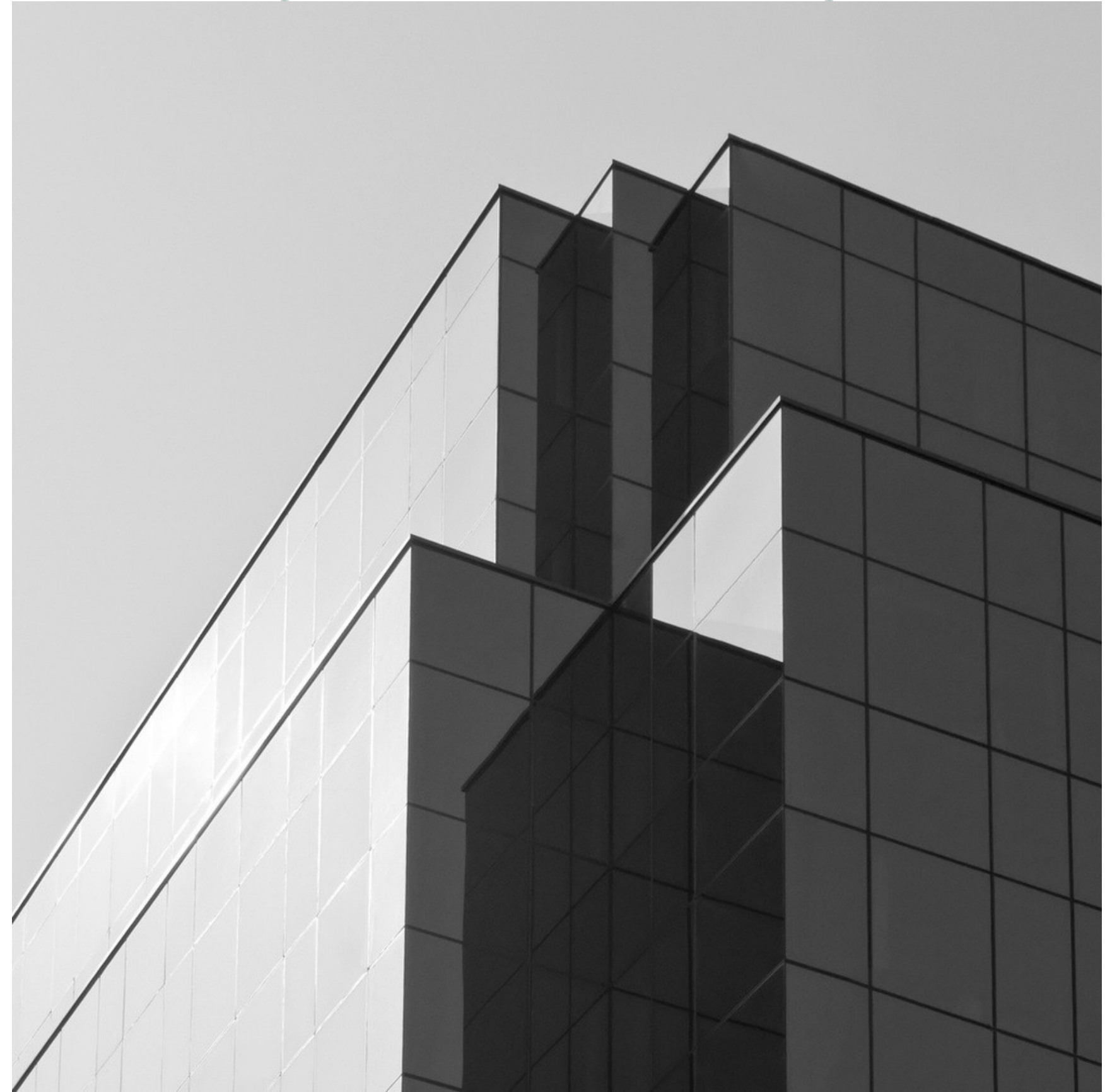
Social Equity: This involves ensuring fair labour practices, promoting diversity and inclusion in the workplace, and protecting the human rights of employees.

Ethical Business Practices:
Maintaining transparency, fighting corruption, and operating with honesty to build trust among stakeholders.

Community Engagement:
Engaging in philanthropy, such as donations, charity events, and volunteer efforts that support local communities.

Economic Responsibility:
Companies also focus on generating profit in ways that do not harm the social and environmental fabric of the communities in which they operate. This can include creating jobs, engaging in fair trade, and fostering economic development in underserved areas.

Aligning social values with company competencies, while beneficial, comes with a set of challenges. However, understanding these challenges can open up opportunities for development.



Challenges in Aligning Social Values with Company Competencies

Integration Complexity:
Integrating social values into established business practices can be complex, especially for large, global companies with deeply ingrained operational processes. Changing these can be costly and time-consuming.

Stakeholder Resistance:
There may be resistance from stakeholders, including investors who are primarily interested in short-term gains rather than long-term sustainability initiatives, or employees who might resist new operational changes.

Cultural Differences:
Multinational companies face the challenge of aligning a global CSR strategy with the local values and expectations in different regions, which can vary widely.

Measuring Impact:
Quantifying the social and environmental impact of CSR initiatives can be difficult, making it hard to demonstrate the tangible benefits of these practices to stakeholders.

Balancing Profit and Purpose:
Finding a balance between pursuing profit and enhancing social and environmental outcomes can be challenging, particularly in highly competitive industries.

Trends and Opportunities for Development

Sustainable Innovation

There is a growing trend towards developing new products and services that are environmentally friendly and socially beneficial. This includes green technologies, sustainable supply chains, and social entrepreneurship.

Increased Transparency

With the rise of digital media, companies are more frequently expected to be transparent about their operations. This can enhance trust and stakeholder engagement by openly sharing progress and challenges in CSR.

Regulatory Evolution

As governmental and international regulations on social and environmental issues tighten, there are opportunities for companies to lead in compliance and exceed basic requirements, setting them apart from competitors.

Employee Engagement and Attraction

Companies that actively engage in CSR tend to attract and retain employees who are looking not just for a job but for a place where they can make a positive impact.



Importance of Continuous Monitoring and Adaptation

Dynamic Environment

The social, environmental, and regulatory landscapes are constantly changing. Companies need to continuously monitor these changes to adapt their CSR strategies accordingly.

Feedback Loops

Implementing mechanisms for feedback from stakeholders (including customers, employees, and community members) can provide insights into how CSR initiatives are perceived and what impacts they are having.

Innovation Adoption

By regularly reviewing and updating their CSR approaches, companies can incorporate the latest innovations and best practices, ensuring that their strategies remain relevant and effective.

Risk Management

Continuous monitoring and adaptation help companies identify and mitigate risks associated with environmental and social issues before they become significant liabilities.



CONCLUSIONS

- Transformational Impact

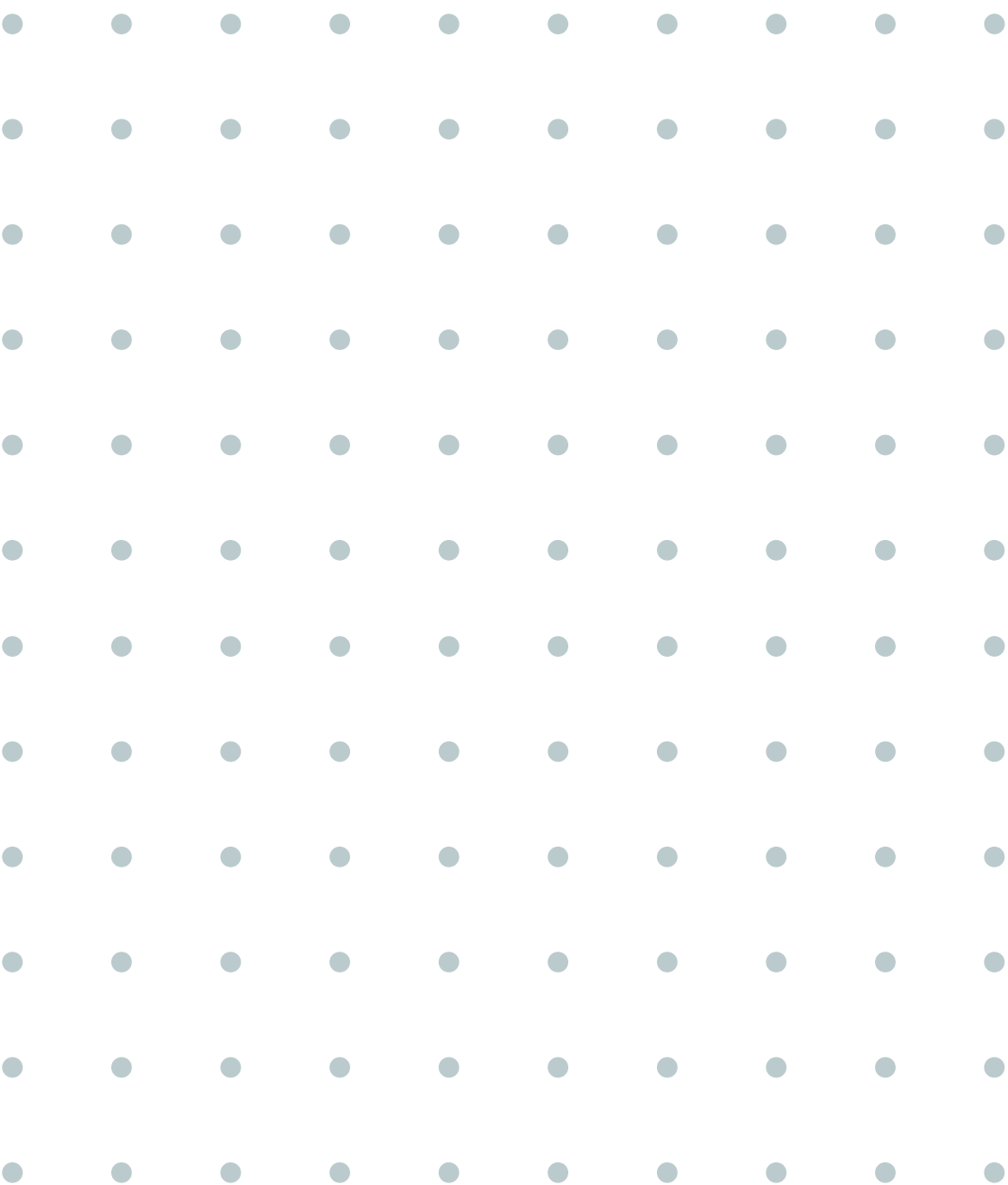
Merging social values with core competencies transforms corporate identity and enhances stakeholder relationships, laying a foundation for sustainability and profitability.

- Cultural and Stakeholder Challenges

Merging social values with core competencies transforms corporate identity and enhances stakeholder relationships, laying a foundation for sustainability and profitability.

- Measurement Complexities

Quantifying the impact of these initiatives is difficult, making it challenging to demonstrate their benefits clearly and quantitatively to stakeholders.



CONCLUSIONS

- Promising Future Trends

The drive towards transparency, regulatory compliance, and sustainable innovation offers opportunities for companies to lead in their industries.

- Importance of Adaptation

Continuous monitoring and adaptation are essential in responding to the dynamic social, environmental, and regulatory landscapes, ensuring that CSR strategies remain relevant and effective.

- Risk Management and Innovation

Regular updates and feedback mechanisms are crucial for mitigating risks and incorporating the latest best practices, thereby sustaining the relevance and effectiveness of CSR efforts.

