

TAKE A FRESH LOOK CHECKLIST

Your guide to taking a fresh look at
your business from a responsible
business perspective

This tool is designed to help you in the early stages of your responsible business journey. Through a simple checklist format, it helps you think through where you are now, what you already do and identify gaps where you might like to prioritise your responsible business activities. The checklist isn't exhaustive, but it covers the basics and a range of activities you might already do or want to develop.

There are resources to help you tackle every step mentioned here within our members area that should be easy to find from the [main page](#). This  icon highlights a number of these where appropriate – let us know if you have any problems finding them!

Please remember this is a journey, we don't expect you to have done all this already, it's to help you assess where you are and what you want to focus on over the course of the next year – depending on your business it might be better to target one area at a time!



Every business can be a force for good

YOUR BUSINESS

What challenges is your business facing?

e.g. high staff turnover, low brand awareness, need to differentiate with competitors, tender performance, absenteeism, rising costs

•

•

•

What are the core values of your business? (these could be formally iterated or just your perception)



Identifying your values and how to use these to find your responsible business focus

e.g. reliability, integrity, innovation, consistency, transparency, efficiency, quality

•

•

•

Remember! Alignment between your responsible business activities and what you're trying to achieve overall as a company will ensure these activities become embedded, and the bigger and longer-term impact you'll have. Keep the above in mind when thinking how you want to approach each of the areas throughout the programme.



Every business can be a force for good

RESPONSIBLE BUSINESS STRUCTURE

Do you already have...	Yes	No	This would be useful or could be improved What I'll do next and links to useful resources (actions)	Aims to have by (set a target month)
A clear understanding of what responsible business is across the management of your company?			 Sample presentation to help (business case)	
Senior support for your responsible business efforts?			 Tip sheet on engaging leadership	
A responsible business / CSR committee?				
Terms of reference for your committee?			 Template terms of reference	
Responsible business as a standing item at management meetings?				

EMPLOYEE ENGAGEMENT

Do you already have...	Yes	No	This would be useful or could be improved What I'll do next and links to useful resources (actions)	Aims to have by (set a target month)
A staff survey where you could add a question or two about responsible business?			 Sample staff survey on responsible business	



Every business can be a force for good

An alternative way to gauge opinion and for employees to input into responsible business planning and activities e.g. forums/town halls?				
--	--	--	--	--

WHAT RESPONSIBLE BUSINESS ACTIVITIES ARE YOU ALREADY DOING?

AREA 1: COMMUNITY

Community structure	Yes	No	This would be useful or could be improved What I'll do next and links to useful resources (actions)	Aims to have by (set a target month)
A thematic focus for your community/charity activities? E.g. education, disabilities, homelessness				
Does your community focus align to your core business values and/or challenges?			 Finding your sweet spot - where to focus	
Do you have strategic charity partnership/s that links to your business and purpose?				
Do you support a number of charities based on employee preferences?				



Every business can be a force for good

Community activities - volunteering	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
Do you enable employees to volunteer during paid work time? Do you offer a set amount of time per year?					
Do you have an employee volunteering policy?					
Do you support employees to volunteer in their own time?					
What volunteering do your employees take part in already?					
Pro Bono (i.e. offering your knowledge / skills you would normally be paid for)					
Skilled (i.e. utilising wider business and professional skills such as being a trustee or a school governor, coaching or mentoring)					
Manual (i.e. practical work like painting fences)					



Every business can be a force for good

Community activities – charitable giving	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
What charitable giving does your business and employees take part in already?					
<i>Fundraising:</i> employees take part in office fundraising activities during work time					
<i>Match funding:</i> offer to match employees' fundraising if they take part in activities outside of work time					
<i>Match funding:</i> offer to match employees' personal charitable giving					
<i>Payroll Giving:</i> offer employees Give As You Earn/Payroll Giving to regularly donate to charities					
<i>Donations:</i> make corporate donations from the company directly to charities					
<i>In Kind:</i> offer your company's physical resources for free (i.e. meeting space, second hand computers)					



Every business can be a force for good

<i>In Kind:</i> organise business wide donation drives for items charities need (i.e. business clothing, food)					
--	--	--	--	--	--

AREA 2: ENVIRONMENT

We're already doing activities to tackle	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
Carbon footprint: measurement and reduction					
Waste management					
Recycling					
Energy saving					
Sustainable transport					
Water conservation					
Air quality					
Sustainable procurement					

AREA 3: WORKFORCE

We're improving wellbeing and positive mental health at work through	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
Workplace wellbeing strategy					



Every business can be a force for good

Awareness campaigns i.e. around positively promoting physical and mental health					
Training mental health first aiders					
Offering flexible working					
Offering health and wellbeing services (i.e. employee assistance programme)					

We're improving diversity and inclusion by	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
Offering work experience placements					
Offering apprenticeships/trainee programmes					
Monitoring the diversity of employees					
Initiatives to improve the diversity of our workforce					
Having inclusion network groups (i.e. LGBT, carers)					
Improving our recruitment practices to reduce bias					



Every business can be a force for good

We're valuing people in our business by	Yes	No	Aligns with our values	Could help tackle challenges	Priority to develop (low/medium/high)
Paying the London living wage/taking steps to become an accredited living wage employer					
Ensuring we buy from responsible suppliers					
Buying from social enterprises, local and/or minority owned suppliers					
Taking initiatives to reduce modern day slavery					



Every business can be a force for good

We hope going through the above has helped you to map what you already do and think more about what you would like to develop.

Now you have a baseline, the next steps to consider are:

- Decide which is/are your top priority area(s) of focus
- Decide which activities you want to undertake (new or improved!) within those
- Make a plan as to when and how you're going to do these

If you're in year one of the programme, your account manager will discuss these next steps at your first account management meeting (Feb/March) and if you're in year two of the programme, you should discuss these with your mentor at the next meeting you have with them. And of course, our online resources connected to the stages of the responsible business journey are always there to help you too!



Every business can be a force for good