

# FINDING YOUR RESPONSIBLE BUSINESS SWEET SPOT

Your guide to identifying what your responsible business priorities are

What are the needs in your local community, environment or industry? What is your business well placed to tackle? Examples could be social mobility, unemployment and homelessness

What are the priorities and challenges for your business? How can responsible business activities help you to address them? Examples could be staff retention, recruitment, marketing and tenders



What are the key skills and resources of your team? How could you apply them to local needs? Examples could be finance, marketing, customer service and planning



Every business can be a force for good