

Cost-to-Profit Progress

Year 1

- Identify strategic opportunities
- Staff Champions
 - Establish baseline data
- Benchmarking & Research System
- Systemic Comms & Learning systems
- Break-Even Target: by End Y1

Year 2

- Multi-media dialogue
- Advanced reporting systems
- CSR profit centres up and running
 - Positive media coverage: HR/PR
- CSR Innovation programme in action
- CR/Corp Strategy aligned

Year 3

- Self-Perpetuating systems established
- CSR a significant producer of commercial value
 - In-House Champions in proactive roles
- Consultants no longer necessary by End Y3