

CSR MANAGEMENT APPROACH RECOMMENDED SHIFTS | GUIDE

#module2 #employee_engagement

CSR MANAGEMENT FACTOR	TRADITIONAL APPROACH		OPTIMAL ENGAGEMENT
MEASUREMENT AND CONTROL	Not clearly defined	➔	Contingent input-output approach
INTERNAL MARKETING OBJECTIVE	Change employee attitudes	➔	Fulfill employee needs
IMPLEMENTATION	Uniform across company	➔	Tailored to employee segments
KEY INDICATOR	Job satisfaction	➔	Identification
VALUE CREATION	Top-down	➔	Co-created
EMPLOYEE ROLE	Enabler	➔	Enactor
COMPANY ROLE	Enactor	➔	Enabler

Source: Using CSR to win the war for talent

