

QUESTIONS FOR GETTING MANAGEMENT INPUT | EXAMPLE

1. Our overall business strategy (CEO)

- Which business goals, focus areas within next 3 years?
- What is our burning platform / biggest challenges within next 3 years?
- Which development plans? Business opportunities?
- Where do we have our biggest costs?
- What do you associate with CSR / what is your perception of CSR?
- What kind of value do you believe CSR is - or potentially could - give our business?



2. Organisational units (operations; development; customer; communications; finance)

- Which most important goals for your department within next 3 years?
- What are 3 biggest challenges within next 3 years?
- Which development plans / opportunities within next 3 years?
- Where are the biggest costs allocated?
- What do you associate with CSR / what is your perception of CSR?
- What kind of value do you believe CSR is - or potentially could - give our business?

