

Selling Good Feelings:

Where Corporate Responsibility Meets Brand Marketing

Meet the Team



RACHEL HARRIS

Director of Business Development & Marketing
13 years of experience
SMPS Member, Past President
Greater New Orleans, Inc. Next Gen Council



SARAH SOMERVILLE

Strategic Management Consultant
Masters in Community Counseling
14 years of experience
SMPS Member, Women's Energy Network

Key Points

- ▶ Reputation drives success in the AEC Industry where relationships and trust are cornerstones to keeping an edge in a competitive and cutthroat environment.
- ▶ Corporate Branding commands perception (reflecting the company's culture and offers the consumers/ buyers an opportunity to identify with a message).
- ▶ The AEC industry is, by its nature, intertwined in the community. The level of community engagement (or careful management of negative attention) can make or break a project award.

Forbes Definition of CR

“a concept whereby companies integrate **social and environmental concerns** in their business operations and in their interaction with stakeholders on a **voluntary basis**. It is about enterprises deciding to **go beyond the minimum** legal requirements and obligations stemming from collective agreements in order to **address societal needs**. ”

The Four Corners of Corporate Responsibility

Target your Customer!

Volunteerism	Charitable Giving
Diversity	Community Engagement

Goals:

- ▶ Create positive social impact.
- ▶ Enhance the firm's brand, reputation, employee morale and/or the bottom line!

Why we CARE about this topic?

- ▶ Psychology
- ▶ Pride
- ▶ You don't have to be BIG!
- ▶ You can create a small plan to engage employees:
 - ▶ Be a desirable place to work
 - ▶ Good visibility and trust-building
 - ▶ Active in the community
 - ▶ Differentiate yourself as a community-service giver
- ▶ Engagement Moment: What matters to you?







Trust, Likability & Rapport

- ▶ Corporate Responsibility is a “Likability Factor” for businesses.
- ▶ People do business with people and companies they like, know and trust.
- ▶ Building trust and rapport: Common ground, Empathy, Authenticity

Lasting influence  Reputation

Track record of Character and Capability over time.

“You can’t build a reputation on what you are going to do.”

-Henry Ford





Time Out: Let's talk about Millennials

- ▶ By 2020, 1/2 of the working population
- ▶ “As the most collaborative and inclusive generation to date, these young adults expect their place of work to embrace the same idealism and values they hold so dear.” *Forbes*





Corporate Responsibility starts with Self-Awareness

- ▶ Establishing Your Desired Outcome:
 - ▶ Where do you want to go?
 - ▶ Who do you want to be?
- ▶ Brand Audit: Where do we stand as a firm?
- ▶ SWOT [Strengths | Weaknesses | Opportunities | Threats]

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Corporate Responsibility Inventory

WHERE DO WE STAND? List CR Activities you are doing currently:				
INTERNAL COMMUNICATION: Who knows what we do? Who decides what we do? How well do we share that information? What is our current strategy?				
HOW DO WE SCORE? Rank your firm (1-5)	CR compared to TOP 3 Competitors:	CR compared to 3 Successful firms outside AEC:	CR activities compared to what we think we CAN do:	Outside perception of what we do:
WHERE DO OUR VALUES ALIGN BEST WITH CR? (circle top 3)	sustainability diversity environmental education sponsorships	employee development safety mentorship leadership resiliency	STEM health & wellness community investment arts & culture integrity & accountability	
WHAT DO YOU THINK IS THE RIGHT THING?	We want to be: We want to protect: We want to foster:		We want to take care of: We want to be a leader in: We want to help:	
WHAT ARE OUR BIGGEST CHALLENGES? (circle top 3)	CEO buy-in Board approval Financial investment		Staffing resource Time and management Creating a strategy to begin	

Strengths, Weaknesses, Opportunities and Threats

Firm Services or Products | Community Awareness and Perception

KNOW THE PERCEPTION:	- Internal Audit - Client Audit - Community Audit - Other Stakeholders
STRENGTHS	
WEAKNESSES	
OPPORTUNITIES	
THREATS	

And they Meet!

Tier 1 – Tier 2 – Tier 3

- ▶ Assess your immediate buyer and your sector audience.
- ▶ Tier 1 – Who are your clients and what do they want?
- ▶ Tier 2 – Who your clients' clients are and what they look for?
- ▶ Tier 3 – Who do you want to be as a firm? (What are your values? How you handle crises? Employee issues? How do you take care of people?)



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Tier 1 - Tier 2 - Tier 3

WHO ARE WE TRYING TO REACH? WHAT WILL MAKE THEM CHOOSE US?	
TIER 1 What do your clients care about?	
TIER 2 What do your clients' clients care about?	
TIER 3 What do YOU care about?	

MARKETING PLAN: PUT YOUR WORDS INTO ACTION! *OUTREACH PLAN*		
	SOCIAL ISSUE	MARKETING ACTIVITY
COMMUNITY ENGAGEMENT		
CHARITABLE GIVING		
BRANDING		
PUBLIC RELATIONS		
TIPS & TRICKS	• ACCOUNTABILITY: WHO-WHAT-WHEN • FREQUENT REVIEW OF WHAT'S WORKING AND NOT WORKING • ENSURE TOP-DOWN SUPPORT AND BOTTOM-UP ACTION • BE THE MOST EFFICIENT IN YOUR COMMUNICATION	

MARKETING...

Put your words into ACTION!

Outreach Plan: Developing a Plan for:

- ▶ Community Engagement
- ▶ Charitable Giving
- ▶ Branding
- ▶ Public Relations



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Operation Treats for Troops

Posted: Dec 04, 2017 5:39 PM CST
 Updated: Dec 04, 2017 10:28 PM CST
 By Angie Simoneaux [CONNECT](#)

Lemoine Company Sending Care Packages To Soldiers
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 Clear Feels like: 44°
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MOST POPULAR STORIES

- WATCH: Opelousas native returns with video reaction to Louisiana's second snow day
- Freezing road conditions in Acadiana, openings
- School on Thursday, January 18, 2018?
- Crowley Police: man found dead in yard may be victim of freezing temperatures

The Lemoine Company's annual Operation Treats for Troops is happening today. Employees at the company's offices across the state are putting together care packages for members of the military serving abroad. More than 500 packages will make their way to the troops starting tomorrow.

Names are supplied by employees, family and friends, and those in our community. The majority of shipments are sent to Louisiana men and women.

The company has conducted the operation for the past nine years.



Marketing Good Vibes!

- ▶ Inventory - What are you already doing? Communicate that effectively? How can you expand that? (Marketing!)
- ▶ AEC is intertwined in the community. To be chosen, you have to be involved in the community. Small businesses are usually already doing it. Assess your values.
- ▶ Connect where you believe you should connect (and with whom)!
- ▶ Formalize the process and use it as a marketing tool.
- ▶ Communicate your values and how you choose to implement them as you create social impact.

CR & MARKETING – a Perfect Union

- ▶ Command your brand perception!
- ▶ Clients make decisions based on good corporate citizenship!
- ▶ People like good people.



Rachel Harris

rachel.harris@lemoinecompany.com

Sarah Somerville

sarah@tsgrpinc.com