Building a Successful Social Responsibility Committee

Jesse Lore – Vice President of Sales and Service at Mobility Works
Where do you even start?
- 20 Year Old Company
- Selling and Adapting Vehicles for People who Use Wheelchairs
- 82 Stores, 2 Corporate Offices, 3 Factories
- Engaged in our communities
- No structured or concerted sustainability or social responsibility program
First Steps

Get Educated

- Identify & Circulate Resources: NHBSR Webinars, B Corp Handbook, MWM NH

Craft a Clear Vision

- Develop a White Paper that aligns creation of a committee with company mission

Get Executive Buy-In

- Identify and Enlist a Champion who can approve the commitment of company resources to your program
Develop a Committee Charter

- What are the goals/mission?
- What is the structure? Participants and Roles
- Establish Authority
- Describe Committee Operations
Building Momentum

**Recruiting**
- Get people from different roles throughout the company.
- Identify Leaders at Different Levels and departments

**Formation**
- Plan meetings with care and attention to detail.
- Establish ground rules
- Collaboratively draft committee mission

**Empowerment**
- Support committee leaders to develop skills.
- Don’t let early struggles sabotage excitement.
- Look for wins.
Mobility Works used the B Labs “B-Impact Assessment” to identify areas of strength and opportunity areas.

- Strong in Volunteerism, Workers and Governance
- Opportunities in Diversity and Environmental Sustainability

Other Tools:
- Quick Impact Assessment
- MWM 101 Survey
Handling Setbacks

- Be in it for the long game
- Focus on achievement of objective standards
- Focus on positivity and generating excitement

- Losing Committee Members
- Getting Ideas Rejected by Executive Team
- Finding time to implement ideas
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