

CORPORATE TO COMMUNITY



Aligning business goals
with community impact



WHAT IS CORPORATE TO COMMUNITY

Corporate to Community is a community engagement program for corporations that know the importance of understanding the communities that they are connected to.

Corporate to Community program is developed from the concept of Corporate Social Responsibility (CSR), meaning that corporations have a responsibility not only for the economic consequences of their activities, but also for the social and environmental implications.

The program purpose allows corporate business to make a positive impact and create change in the communities that align with their business by being involved in the social activities.

Corporate to Community is a unique program that provides an active insight to the community for corporate business. Providing face to face engagement with the surrounding community.

Community engagement is important in building a better relationship between, and a stronger understanding of, communities.

During the program you will be given the opportunity to support on real life projects in the community sector, designed in an active learning environment with direct access to community groups, not-for-profit, social enterprise and charity organisations.

"SOMEONE IS SITTING IN THE SHADE TODAY BECAUSE SOMEONE PLANTED A TREE A LONG TIME AGO"

Warren Buffet

IMPORTANT IMPACT

Businesses everywhere have the resources and reach to provide a major positive impact in their communities. Whether it's by supporting a local charity, voluntarily teaching skills to others or sponsoring an event, participating in acts of "giving back" has extensive benefits for a business well beyond the obvious benefit of helping the community.

A community-minded business will reap benefits from its charitable mindset, including positive PR, high employee morale and improved connections — all areas that can aid in long-term profits.

These multi-faceted benefits make it easy to see why giving back to the community should be a major goal for all businesses.





CORPORATE TO COMMUNITY: STAGE 1

WORKSHOP

The workshop has been designed through experience and expertise from working within various communities across Victoria, Australia and New Zealand for over 7 years. Uniquely designed to create impact in the corporation internally by connecting with communities externally. Stage One is designed to support time and health management of the business leadership to create more cohesive work, life and out-reach impact. The following areas will be covered during the workshop:

INFLUENCER

Team Building; To know how a company can support community and vice versa must first understand what is important to the employees and business vision.

During the workshop we will assess this by using 3-Dimensional Coaching framework to bring business closer to community.

- Capture every area of society for greater community awareness
- Drive more purpose and team moral

3-D Coaching will help;

- Maximize influence
- Through meeting the need
- To connect with community

GETTING STARTED

- Managing Expectations
- Needs of marginalised and excluded communities as well as the mainstream
- Establish Company Goals

UNDERSTANDING COMMUNITY

- Value of aligning with local community
- How Business can help
- Community Language

C2C Workshop, is a great tool to not only learn the importance of Corporate business connecting to wider community space, but also the employee community connecting to create a stronger environment in the workplace.

"EVERYONE YOU'LL EVER MEET
KNOWS SOMETHING YOU DON'T."

BILL NYE

3 DIMENSIONAL COACHING



FUNDAMENTALS

FUNDAMENTALS

This stage focuses on 4 key areas

- Strengths –
Company does well
- Work-on –
Areas of improvement
- Opportunities –
Available opportunities
- Threats –
Risks (stop growth)

The key is to understand the NOW
to grow Company Goals and Vision

PSYCHOLOGY

Focusing on 3 key areas on
understanding

- Motivation – understanding the
different geographic make of
different cultures in society and
what motivates engagement at
community level.
- Confidence – How to identify key
areas of the business to help
connect /motivate and build
confidence in different communities.
- Emotion – Using emotion to
create positive outlook and positive
change.
- Goal Setting – to help create vision
and hope.

HEART/PURPOSE

This stage focuses on 3 key areas
that keep community engaged

- Values- Understanding
community and business values
- Worth – Encouragements to
believe in self and others
- Purpose – Creating The WHY
beyond the title

PSYCHOLOGY

HEART/PURPOSE

CORPORATE TO COMMUNITY: STAGE 2

ACTIVATION

Activation (Stage 2) is designed around active learning. Understanding the community needs by getting involved without the community knowing who you are and where you're from. This is an important stage; with no titles the business leadership can get involved and find the areas that best suit the impact their business wants to make and hear from the community voice directly, learning what is going on, on the ground and even finding holes in the business market place via community connection.

During Stage 2 an Iron Armour Academy representative will take the business senior leadership behind the scenes in the community for a week, the day, a few hours, whatever suits the business.

During this time the team leader will be observing, engaging and meeting people of the community to gauge the best areas of influence.

Supporting the community can be from a donation of time, money or resources, or may constitute a wider contribution, such as setting up long-term projects or supporting a certain issue that is affecting people in the area, whatever suits the individual business. The process of Corporate to Community is designed to support the business in making the right choice for them.



"The simple act of paying attention can take you a long, long way."

Keanu Reeves



Supporting community is just as beneficial for a business as it is for the community. There is a growing interest in companies that make corporate social responsibility (CSR) part of their business plan. This interest is coming from the community, customers, employees and job seekers.

Community support not only creates goodwill, it can improve a business' prospects and employee recruitment by making communities better place to live and work.

Supporting community can significantly add to the bottom line, although this is a residual benefit for a company.

Proven benefits also include:

- Employee retention through developing a healthy and supportive workplace culture.
- Promotes positive psychology and team work within workplace.
- Engaged employees generate more earnings
- Community programs support with hiring and networking.
- Supporting Community builds a good reputation.
- Business making a positive change in the lives of many people.
- Tax deductions on financial contributions.
- Obvious benefits of making a direct impact in the lives of people that need it.

Corporate to Community program is designed to get business involved with the community.

Starting with what drives the business and using this to find an area of the community that fits, ensuring the business workplace as whole can feel passionate about getting involved.

Business contribution to the community can be a significant support to company culture.

By helping others we can make a difference, it is important to seize every opportunity to network and collaborate with those who see value in proactive involvement in the community.

There are many ways in which a business contributes to the well-being of the community. This will also support in company morale and connection. Remember, no matter how you do it, giving back can ignite change and positive impact.

Register and find out more about

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