

branding and corporate citizenship

challenge:

solution:

The solutions that appeared in 2006 in *The Conference Board* and the *Journal of Public Business* Leadership focused on the process of building leadership in a company's primary business. The responsibility of a company's primary business is the social responsibility required for the firm. It is its responsibility to the public and social responsibilities including other practices, financial results or environmental impact on the firm's stakeholders and a company's reputation. This paper was more focused on the social business. Respondents focused on quality and reputation as the most influential factor in the perception of a company.

Companies that do business in a market that is responsible to the interests of a company's multiple stakeholders have a strategic business advantage. A company's social image can be a critical factor in identifying with users that strongly appeal to its customers and employees. See page 28 in the executive and content summaries.

19 **CORPORATE CITIZENSHIP**
RELATIONSHIP MODEL
COMPANY LOCATION
ACTIVITY

Building Customer Loyalty Through Community Involvement
 The Home Depot
 Service National Bank
 Microsoft and Microsoft Philanthropies
 LinkedIn in Milwaukee, Wisconsin

20 **CORPORATE CITIZENSHIP**
RELATIONSHIP MODEL
COMPANY LOCATION
ACTIVITY

Building Goodwill by Investing in Local Infrastructure
 BP America
 Chicago Metropolitan Area
 Lockheed Martin Program and Culture Program

BP America, a Division of British Petroleum, initiated the Lockwood Asset Program and Follows Program to provide Chicago area residents with more visibility in areas with its own business objectives. With its recurring local residents, BP America invited area business executives for a roundtable with leading heads of nonprofit organizations to discuss meeting jobs and sustainable communities. Each year two leaders were invited to the roundtable and organization received \$200,000 for specific program goals. See page 28 in the executive and content summaries.



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