



### LISTEN

Listen to your community, learn what the issues, history, and context are of your neighborhood.



### EXPLORE

Explore your community, figure out what organizations are already there, who are the leaders, and who are the groups that you should align with.



### TRY

Try out some community engagement activities. Volunteer with a few organizations and figure out which is a good fit.



### SOLIDIFY

Create your CSR framework. Use your research and solidify your plan.



### EXECUTE

Do it. Execute what you laid out in your framework.



### EVALUATE

Decide if your plan worked. Should it be modified? Could it be better?



### PERMEATE

See if you can add your community engagement into other areas of the company. If you started with volunteering, perhaps see how you can incorporate buying locally, doing pro bono work, adding a community piece to your sales activities, and so forth.

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For each new idea or new way of community incorporation, run it through the LET SEEP process.