

Making a Difference: Creating an Effective Community Blueprint

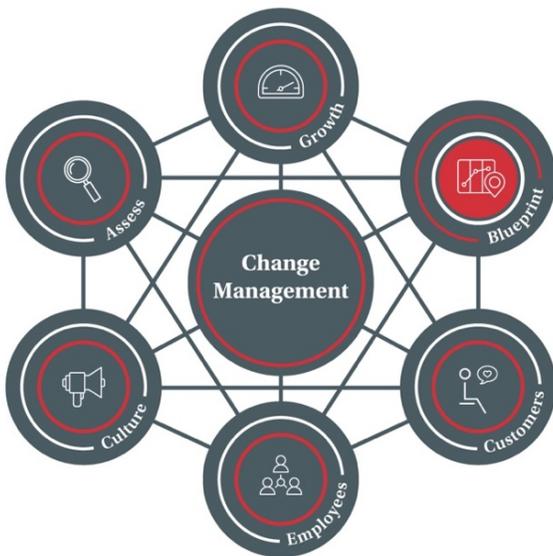
The Wathen Group has significant experience in assessing and creating meaningful community blueprints with demonstrated results. Our approach is based upon a commitment to creating an inclusive community within an organization and with partners in the larger community.

How do public and private organizations develop a social responsibility strategy to link to their performance objectives?

We have found that over time, a strategy, that engages the affected community interests and embraces the unique nature of the community by offering opportunities for others to benefit as well can often create support for the initiative and organization if done effectively and credibly.

*“Businesses must reconnect company success with social progress. **Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success. It is not on the margin of what companies do but at the center. We believe that it can give rise to the next major transformation of business thinking.**”*

– Michael Porter, Harvard Business School



Investing in the local level to complement your growth strategy has several benefits including:

Increase community buy in,

Empower small, women and minority businesses,

Gain local advocates to achieve your business objectives,

Build local capacity for future economic development.

Through the creation of a community blueprint and implementing customized tactics and strategies for clients, *The Wathen Group* has achieved various outcomes across transit, infrastructure, and technology industries. We have helped organizations identify key stakeholders and develop programs to engage them in the community and / or enhance business opportunities.



Examples of such an approach include:

Work with the Port Authority of New York and New Jersey to address the issue of an increased presence of homeless individuals in its facilities and gain broad community support to expand their capacity to care for the individuals.

Help several organizations to identify and conduct proactive outreach to small and local businesses with particular attention in creating opportunities for Minority and Women Business Enterprises and build local capacity.

Develop a strategic plan for private sector organizations to incorporate economic development strategies into projects to enhance the larger community and gain support for key initiatives.

Key to *The Wathen Group* approach is a collaborative focus which engages various levels of your organization and our associates, who have decades of experience with facilitation, team building, and mediating differences. Our team includes leaders across transportation, infrastructure, engineering, and technology industries in order to offer the depth and breadth needed to support client needs and achieve objectives.

In any new initiative an organization begins, it is crucial to have key stakeholder buy-in and engagement from the start. We would have initial meetings with relevant parties and hold a kick-off workshop tailored for the tasks and overall project goal to clearly charter the full team. This ensures we hear all desired goals from all relevant departments and align on what success looks like coming out of the initiative.

At the beginning of our efforts, we design a process for identifying contributing factors and strategies for increased local engagement towards the support of your organization's strategic goals. With over three decades of experience in the industry, *The Wathen Group* has built, designed and implemented effective community blueprints programs for organizations of various sizes.

It makes a difference and is the right thing to do.

