

Corporate Community Engagement Program

A toolkit to help you build brand equity and improve your relationships with customers

Program Outcomes

Expand your customer base and reach

Attract and retain employees

Increase trust and brand visibility in the community

Distinguish yourself from competitors

Phase 1, Kickstart: *Organize the prominent internal leaders to set tangible goals around a shared vision*

1. Identify the values of your organization
2. Set engagement priorities and goals
3. Begin brainstorming what an ideal CCEP looks like for you

RESULT: A One Page Guide on how to build a strategic program that aims to fulfill your goals

Phase 2, Design: *Analyze the community stakeholders and leverage points for change*

1. Internal Groundtruthing: define the areas for growth capacity within the organization
2. External Groundtruthing: assess the landscape of stakeholders and identify the opportunities for influence

RESULT: Playbook on reaching the targeting community in various capacities

Phase 3, Launch: *Implement a strategic community engagement program*

1. Organize and train your staff to market their CCEP
2. Launch the pilot of your CCEP
3. Conduct an assessment on the efficacy of the program fulfilling the vision set in Phase 1

RESULT: CCEP up and running!

Phase 4, Program Sustainability: *Ensure the success of a long-term program [with community benefits]*

1. Quarterly check-in with the CCEP
2. Annual report of the CCEP's capacity to expand company's reach and attract new customers/clients

RESULT: Ensuring program sustainability and highlighting tangible data to showcase the success of your CCEP



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