From Survive to Thrive: Maintaining Resilience to Succeed

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Corporate citizenship has a unique role to play in ensuring your company continues to thrive even in difficult times. A well-designed corporate citizenship program should cultivate the organizational resilience required to weather adverse events. There are four critical practices to help any company **PASS** through disruptions and continue to thrive.



PREDICT AND PREPARE

The resilient enterprise is proactive, not reactive. Looking for risks that may occur in the financial, environmental, social, or governance domains is critical to resilient recovery.



ALIGN YOUR PROGRAM WITH BUSINESS STRATEGY

The ability to recognize and predict risk and opportunity— and to address both with your company's unique capabilities— helps to ensure your ability to compete.



SPONSORSHIP

Getting a broad variety of stakeholders—from the executive level down, and from outside your company inward—ensures that your network is robust and able to mobilize quickly. Enlist groups across and beyond the organization to ensure buy-in.



SYSTEMS THINKING

Many consider only infrastructure and operational processes when undertaking continuity planning. Consider not only systems and processes, but all of the people who interact with them—customers, employees and the communities in which they live, and other stakeholders such as suppliers.

