



PHIL PRESTON

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**CREATING DEEPER CORPORATE  
PARTNERSHIPS TO MAXIMISE YOUR SOCIAL  
IMPACT**



# WHY THINK MORE ABOUT CORPORATE PARTNERSHIPS?

- ▶ Independence to interdependence
- ▶ Social issues impact corporate earnings
- ▶ Social challenges create profitable opportunities



## CORPORATE DRIVERS

LEADERS SHOULD FORM RELATIONSHIPS WITH THE GOVERNMENTS AND REGULATORY BODIES ... AND PARTNER WITH COMMUNITIES AND EDUCATIONAL INSTITUTIONS TO ... THRIVE

Deloitte Global Human Capital Trends



# INVESTOR DRIVERS

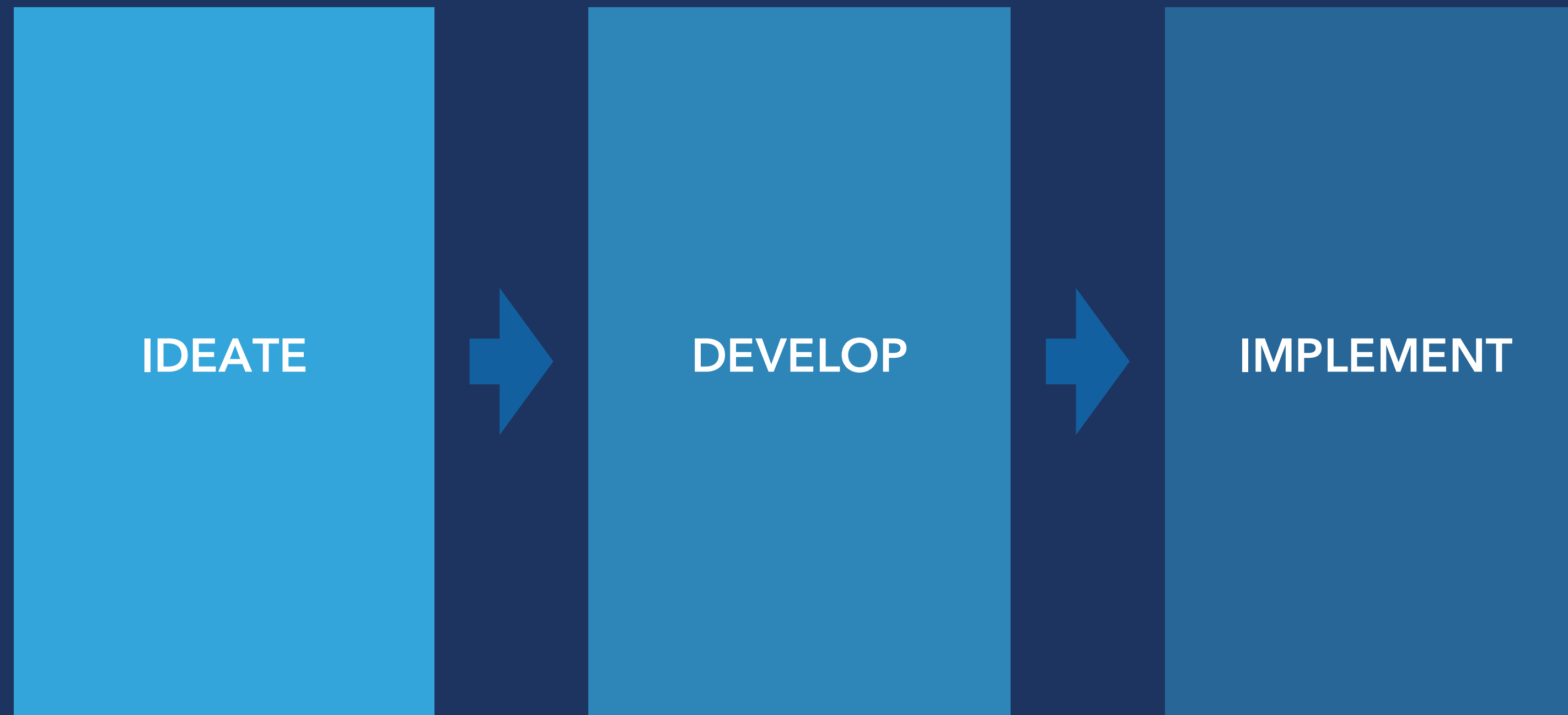
SOCIETY IS INCREASINGLY LOOKING TO COMPANIES, BOTH PUBLIC AND PRIVATE, TO ADDRESS PRESSING SOCIAL AND ECONOMIC ISSUES.

Larry Fink, **Blackrock** (\$6 trillion)

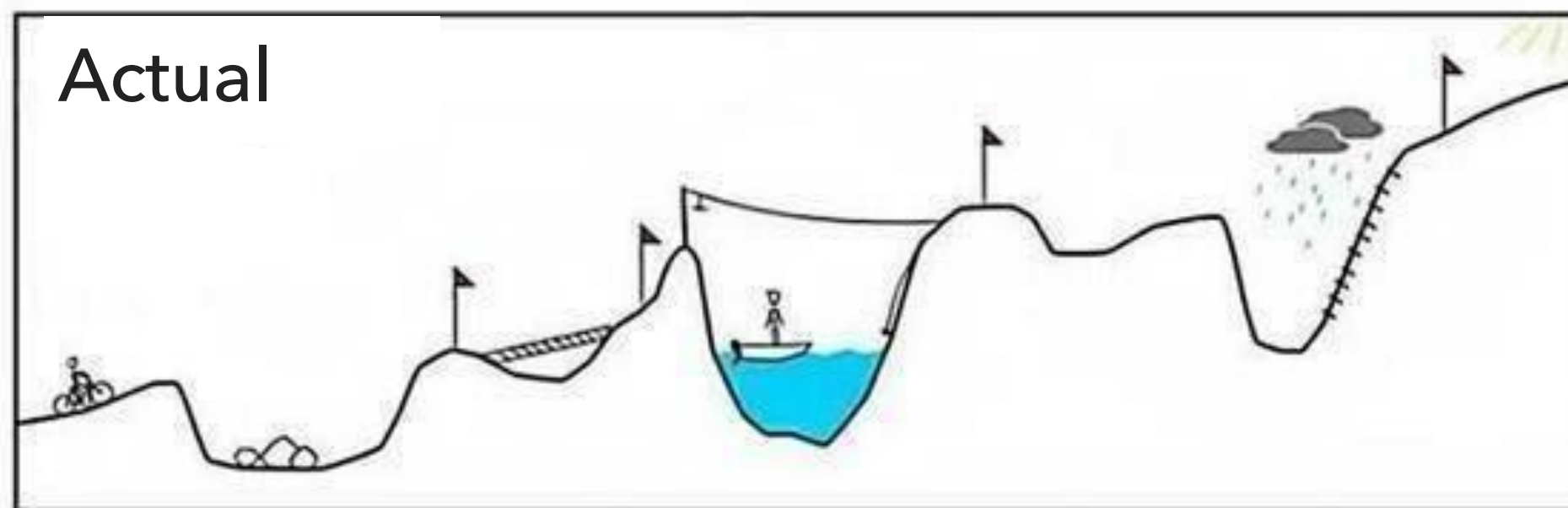
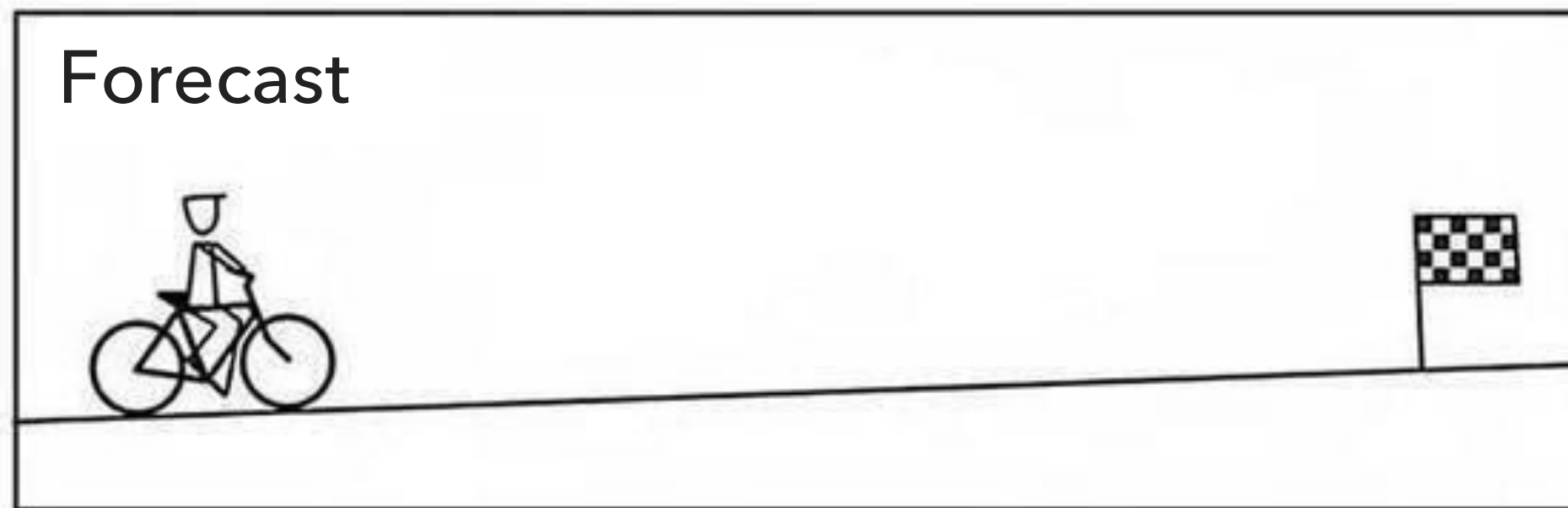




# THE PROCESS



# PARTNERSHIP REALITY







## AGENDA

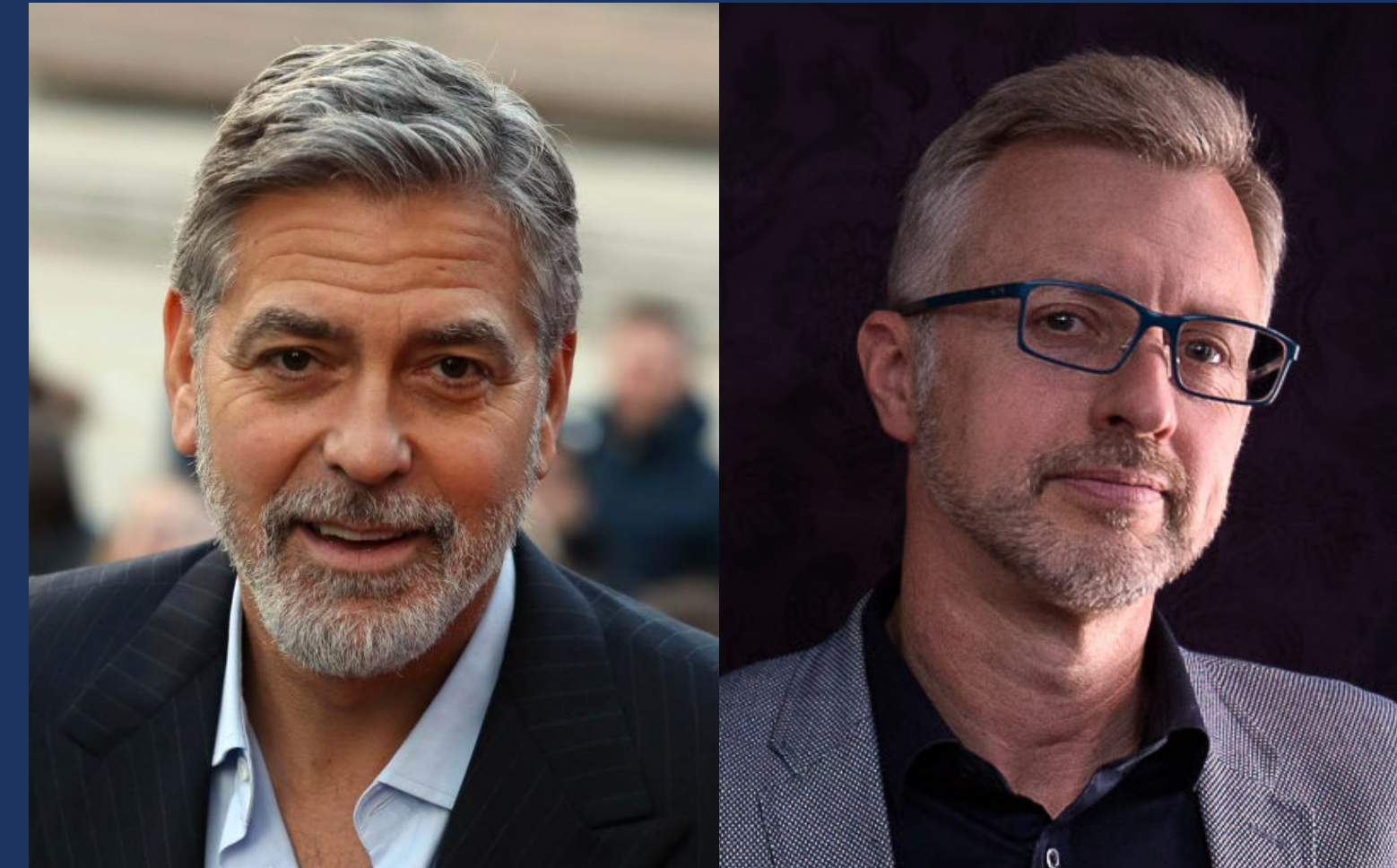
1. What is the **shift**?
2. A framework for **strategy**?
3. How to **access opportunities**?





## ABOUT ME

- ▶ Often mistaken for George Clooney
- ▶ Tasmanian who moved to Sydney
- ▶ 19 years in corporate
- ▶ 12 years facilitating collaborations
- ▶ Multi-sector projects & strategies





# 1 THE SHIFT



Employment in Wagga  
Wagga

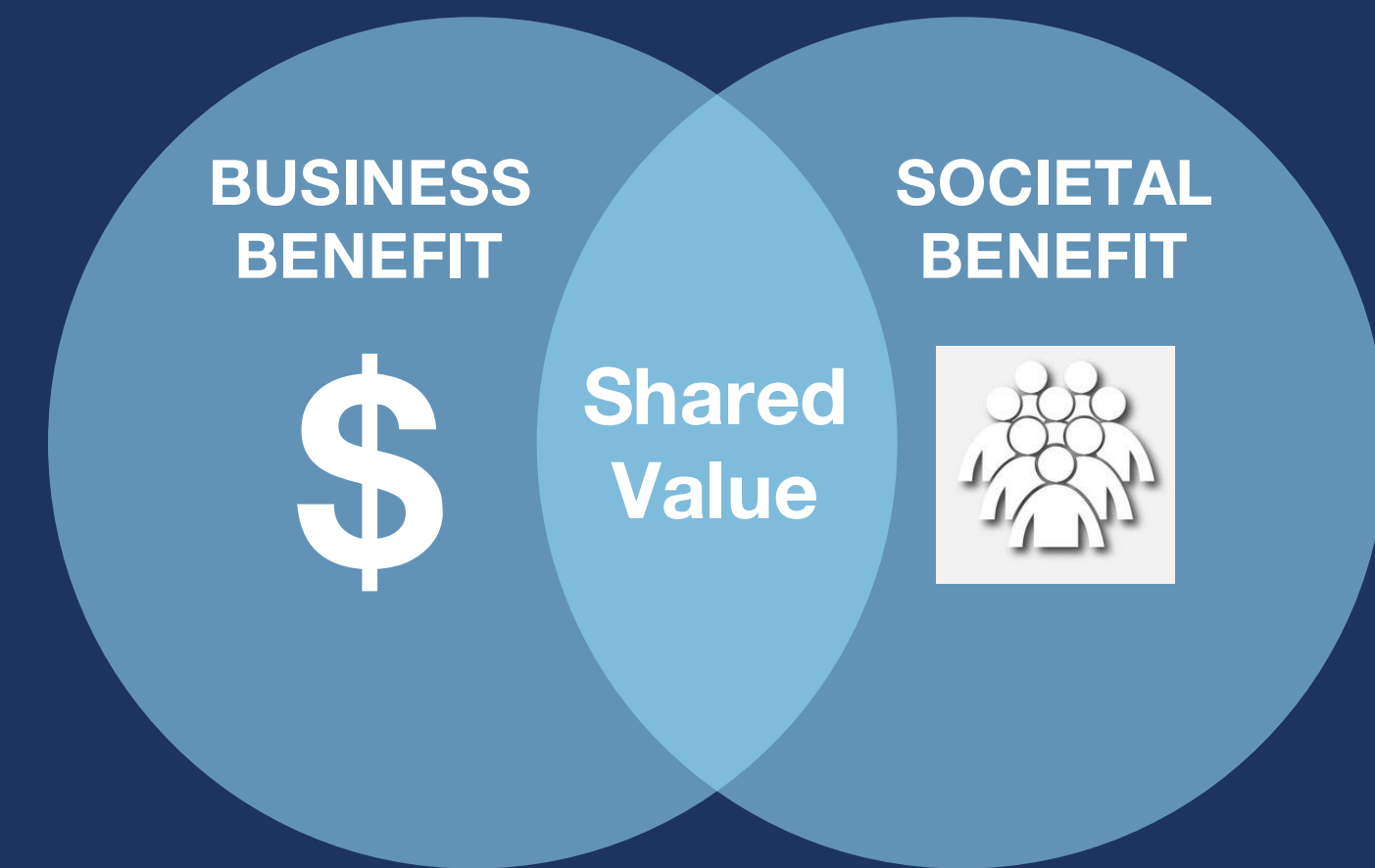


Long term partnership



# 1 THE SHIFT – A NEW LANGUAGE

- ▶ Beyond CSR ... creating shared value
- ▶ Corporate innovation driven by:
  - ▶ Competitive / performance gains
  - ▶ (Re)building trust
  - ▶ Sustainable business models



# 1 THE SHIFT – REAL ESTATE AGENTS





# 1 THE SHIFT – CLASSIFYING SOCIAL INITIATIVES

WHAT	HOW	WHY?
SHARED VALUE	INNOVATION / ROI	CREATING NEW VALUE
CORPORATE SOCIAL RESPONSIBILITY	PROGRAMS, SPONSORSHIPS, ACCREDITATIONS & PRACTICES	BRAND & REPUTATION
CORPORATE PHILANTHROPY	DONATIONS & VOLUNTEERS	RIGHT THING TO DO
SOCIAL NORMS	UNWRITTEN RULES / EXPECTATIONS	LICENCE TO OPERATE
LEGAL	RULES, REGULATIONS & LAWS	CONDUCT BUSINESS



# 1 THE SHIFT – BUSINESS SYSTEMS TO ECOSYSTEMS



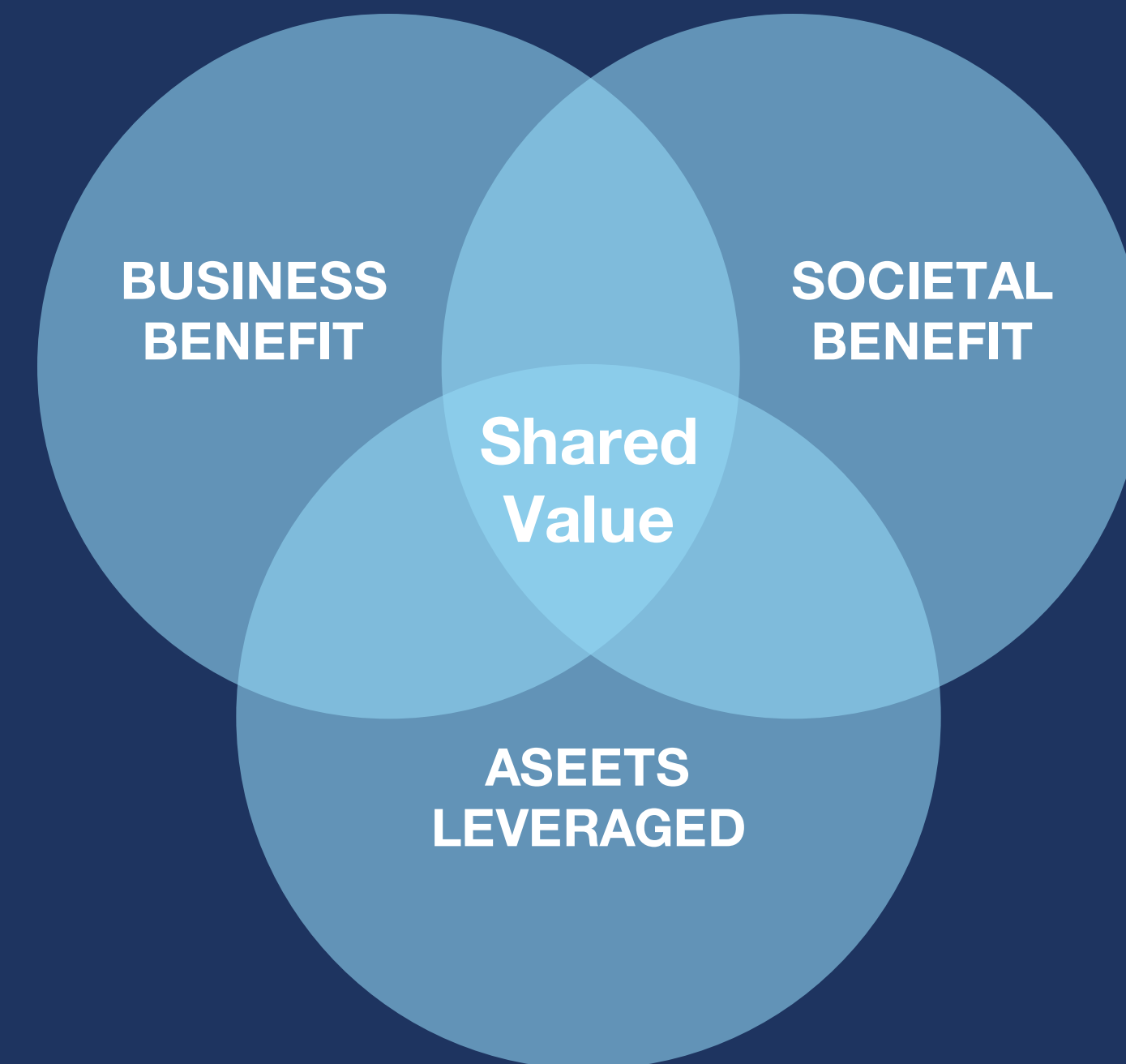
- ▶ Companies need **help**
- ▶ It presents **opportunities** for you
- ▶ Eg. **Design, advocacy, education, execution, theory of change ...**



2

## FRAMEWORK FOR STRATEGY

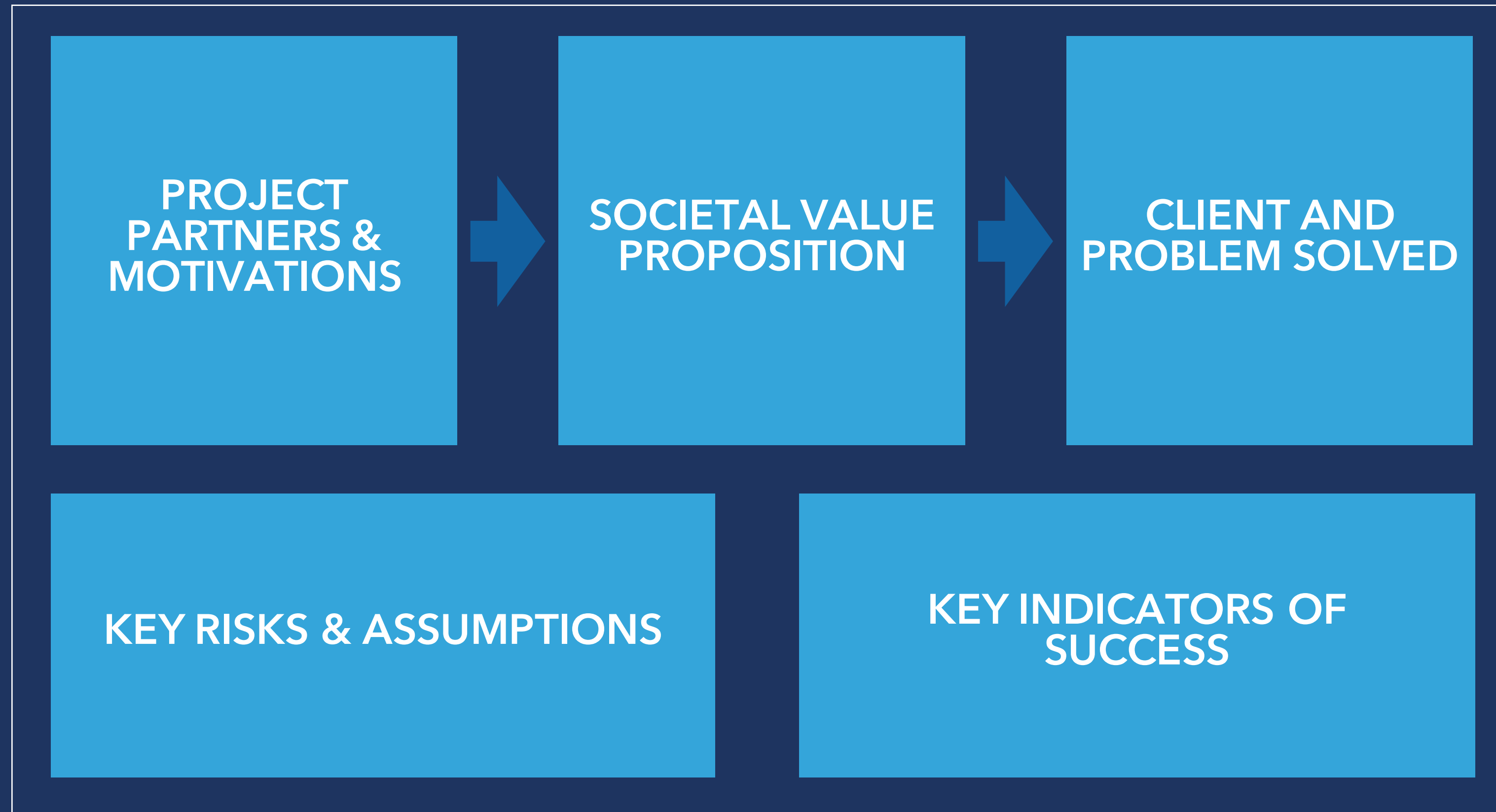
- ▶ Cracking the **code**
- ▶ *“Who has what I want and who wants what I have?”* is the **challenge**
- ▶ Requires deep understanding of **assets and strengths**





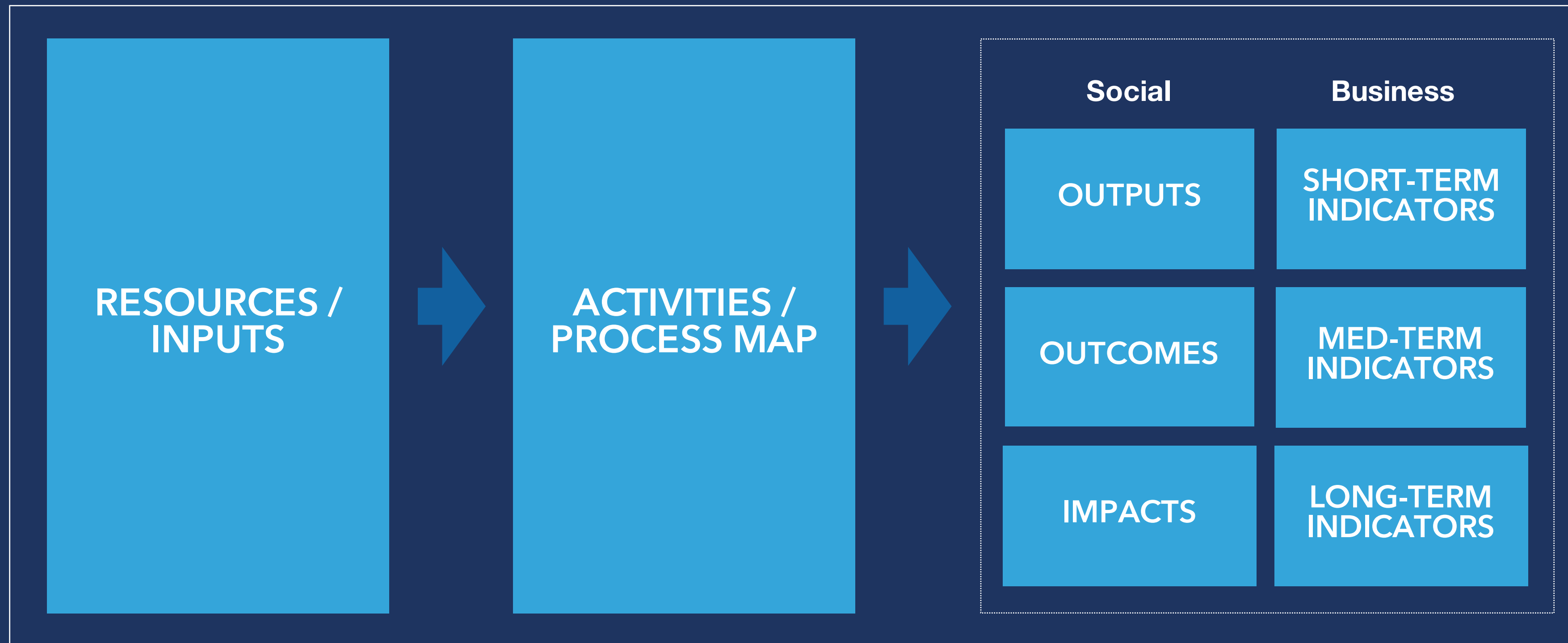
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## FRAMEWORK FOR STRATEGY – TOOLS I



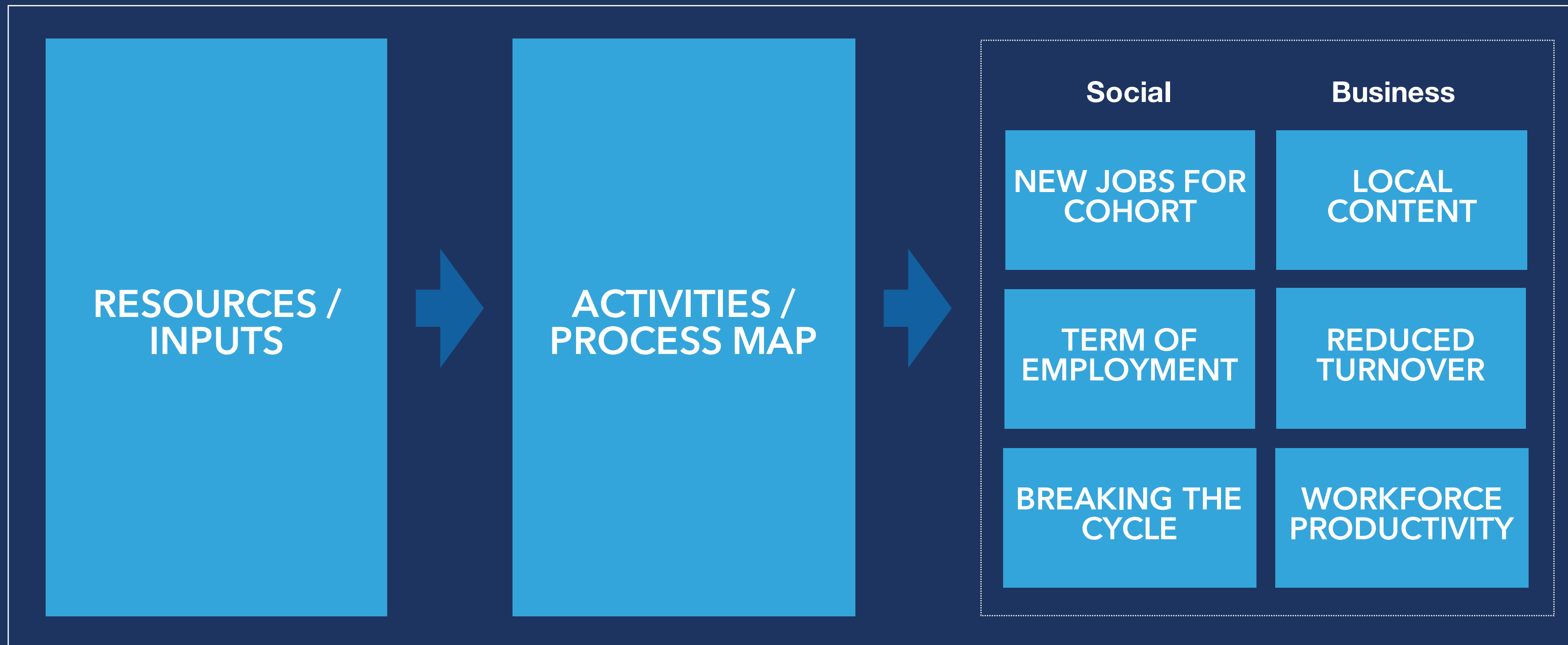
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## FRAMEWORK FOR STRATEGY – TOOLS II



2

## FRAMEWORK FOR STRATEGY – TOOLS II





3

## HOW TO ACCESS OPPORTUNITIES?

1. Portfolio review
2. Social side - issues you address affecting business?
3. Business side - market needs you can help with
4. Asset analysis - most valued / marketable
5. Process integration



### 3

## HOW TO ACCESS OPPORTUNITIES?

- ▶ Develop a **criteria**
  - ▶ Eg. mission alignment, materiality, resourcing, competing priorities, complexity, timeframes, portfolio shape, risk profile, opportunity cost...
- ▶ **Structure** your efforts
  - ▶ Corporate relationships, strategy, director connections, policy / process / KPIs
- ▶ Convey the **value created**
  - ▶ Ensure corporate partners understand the benefits



Q&A







## KEY POINTS

- ▶ Companies **need you**
- ▶ Reverse engineer **solutions**
- ▶ Getting out of **comfort zones**
- ▶ Strategy **framework**
- ▶ Structure your **efforts**







## CONTACT DETAILS

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