

Corporate Social Responsibility – Yeah, Whatever

Corporate Social Responsibility (CSR) reporting is **all the rage**. If your company doesn't have one... tsk, tsk. Bad, bad company!

It's like HR is **off in la-la land** again with the latest corporate **do-good fad**. Companies exist to make money. Period. Right?

Well, yes, of course they do. But let's take a step back. There was a time when children worked in factories. A time when working conditions were **filthy** and little or no effort was made to improve employee well-being. **Toxic residue** spilled into **waterways** and factory owners **washed their hands of the mess**.

In some places around the world this is still the case.

Certainly, we have **made** huge **strides** in the way companies operate today. But there is still work to be done. Just take a look at your own work surroundings. Do you jump out of bed each morning **anxious** to start the work day? If you're not jumping, well... it may be time to see if you can play a role in putting together the next CSR report.

As always, actions speak louder than words. CSR reporting works best when it brings together the concrete steps companies are taking to improve the lives of their employees and **society-at-large**. The report alone will do nothing.

Don't get me wrong. Profitable operations are a good thing. No, they are a great thing! But companies are not so **narrow-minded** as to think that bottom line growth cannot **coincide with** HR development and **societal improvement**, wherever and whenever possible.

Glossary

all the rage	very fashionable and popular
anxious	very eager
coincide with	to occur at the same time
corporate social responsibility	a concept meaning companies take the initiative themselves to reflect social and environmental concerns within their activities and in their relationships with the various corporate stakeholders
do-good fad	<i>here:</i> idealistic a fashion that is only good for a short time
filthy	very unpleasant
make strides	progress well
narrow-minded	lacking tolerance or flexibility
off in la-la land	daydreaming
societal improvement	improvement of the society (as a whole)
society-at-large	the society in general
toxic residue	contaminated matter remaining after completion of an chemical or physical process
wash one's hands of the mess	refuse to accept responsibility for something
waterway	a river, canal or other body of water that boats can travel on