

## **The Leadership Role of HR in Corporate Social Responsibility**

Corporate Social Responsibility efforts are increasingly gaining visibility as an important competitive advantage for companies. To move impact beyond that of a PR effort and to sustain long-term success it is critical that HR positions itself at the decision table and participates by designing programs that leverage and engage employees through leadership, communication, and relationships.

This program will define CSR and provide insights on how to link HR as a vital leader in CSR efforts.