



## STRATEGIC GUIDE

# Developing Business Champions

**This is a toolkit for senior corporate responsibility leaders** as they navigate this landscape of corporate caution, providing the tactical support to start immediately engaging three critical allies: your C-Suite, communications team, and middle managers.

### It will help you:

- Understand the landscape through definitions
- Get back to basics and understand what's important
- See the pathway to creating internal champions, moving from C-Suite to internal communications teams to middle managers to the frontline
- Reach out to these internal audiences with templates to get you started



### Let's dive in.

## Part 1: Gain C-Suite Buy-In

**Goal:** Gain buy-in from executives who signal the company's sustained commitments

**Resource:** [\*Sample Executive Presentation\*](#)

## Part 2: Work with your Communications Team

**Goal:** In partnership with the communications team, develop an internal communications campaign that resonates with employees

**Resource:** [\*Executive Letter + Messaging Map Templates\*](#)

## Part 3: Gain Middle Manager Buy-In

**Goal:** Help managers understand how ESG already fits into their day-to-day work and how they can feel a sense of ownership in how these commitments are put into practice

**Resource:** [\*Step-by-Step Messaging Guide for Managers\*](#)



CECP-affiliated companies can [download the full Developing Business Champions toolkit](#) in MyCECP.

Non-affiliated companies, [contact us today](#) for a walkthrough of the tools.

