

How your company profits from Corporate Social Responsibility

How to develop a viable partnership with community based organisations was the currently hot corporate topic discussed by CBO experts, Brian Lariche and Mirella Soyer, at a talk attended by 31 MABC members at the Australian High Commission on April 28.

Lariche and Soyer of Liason Combination Sdn Bhd, a company which assists organisations to implement corporate social responsibility programs, briefed members on how to deal successfully with local CBOs to achieve corporate and community objectives.

The speakers shared their experience in identifying suitable CBOs to work with based on performance, transparency, sustainability of activities and accountability. They also advised how to avoid pitfalls that a company should be wary of when seeking a CBO partner in Malaysia.

Examples of real life experiences on why and how were given as was advice on how to increase the success rate. As Lariche noted, "Working with a charity has its own dynamics and it is important that both parties are clear on its objectives from the outset."

Lariche and Soyer convinced their mostly hard-headed business audience that working with the community not only fulfils corporate obligations, but also offers a broadening experience to employees while instilling values such as respect, care and appreciation.

Their inspiring presentation led to an open dialogue between the speakers and their audience during which questions were not only asked and answered, but many views and CBO experiences also shared.



Brian Lariche



Mirella Soyer