

TRANSFORMATIONAL COMPANY ROADMAP



The practice of CSR is changing from incremental measures to improve a company's impacts to transformational commitments to create net positive business and societal value. This shift is documented in the [Transformational Company Continuum](#).

The new CSR paradigm is summarized in the [Transformational Company Qualities](#) and profiled in nineteen [Case Studies](#) of the qualities in action around the world. Leader companies are following a 3-step process to evolve their business models and corporate strategies in ways that manage risks and leverage opportunities.

