

# 5 WAYS TO GET INTERNAL BUY-IN ON CSR

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**UNDERSTAND THE  
COMPANY CULTURE**



**KNOW YOUR INTERNAL  
STAKEHOLDERS**



**FIND A "BURNING  
PLATFORM" OR  
CREATE A VISION**



**USE BOTH RATIONAL  
AND EMOTIONAL  
ARGUMENTS**



**START OUT WITH THE  
LOW-HANGING FRUITS**

Learn more at [bit.ly/csr-buyin](https://bit.ly/csr-buyin)