

AN INTERACTIVE SESSION GUIDE

Planning a Moonshot

With Jen Carter, global head of technology & volunteering at Google.org

Top takeaways from "Lessons from the future of CSR and corporate volunteering"

Feel free to add your own notes.

Long-term sustainability should be part of any plan that provides support to community organizations.

The people closest to a problem are in the best position to identify effective solutions.

Transformative social change requires a sustained, strategic effort.

Corporations can take risks that governments and nonprofits often cannot, putting them in a unique position to drive innovation.

Acting as an agent of social change can be transformative for employees in their personal and professional lives.

Get strategic about transformative change

Think about the programs you currently lead. How do they create transformative change for employees and the community?

| and the community: | | |
|--|--|-----------------------------------|
| Program | Changes for Employees | Changes for the Community |
| • | ," or, setting an incredibly ambitious orry about how you'd get there, just | • |
| What are the biggest barriers to a | chieving the moonshots you listed a | bove? |
| Taking a moonshot means taking so | me big risks. What are the biggest r | isks of the goals you identified? |
| Transformative change doesn't hap take to achieve your moonshot? | pen all at once. In your mind, what a | re the first steps you'd need to |