

Social Responsibility

“The time is always right to do what is right” Martin Luther King

Social responsibility comprises the desire and ability to willingly contribute to society, your social group, and generally to the welfare of others. It involves acting in a responsible manner, even though you might not benefit personally (Stein and Book, 2011, p.147).

Behaviors that Demonstrate a Need to Develop Social Responsibility:

- Coming up with reasons not to volunteer or help

Sometimes this is displayed thru criticism of those who do. An interesting account occurred in Nanjing, China, in 2012, where many criticized and questioned the good deeds of someone who seemingly was just trying to do good, accusing the one doing good of only doing good to benefit himself:

<http://english.cntv.cn/20120510/108845.shtml>

- Looking the other way and avoiding making eye contact when someone asks for volunteers
- Failing to finish things you promised to do, leaving others to have to do them for you
- Not being bothered by others doing more of the work on a team project than you do; in fact, making that your goal
- Failing to respond to emails, texts or calls

Many corporations now have social responsibility policies. Take some time to look up the policies of one or more of these companies: Microsoft, McDonald's, The Body Shop, Ben and Jerry's Ice Cream or Timberland.

- Summarize their policy(ies)

- If you were making your own social responsibility policy, what would it be?

Identify a social need in your area you could volunteer to give help and take some small steps to get involved. Seek to do your best to keep your motives truly altruistic, by doing as much as possible without others knowing or doing your most without seeking the praise of others.

(For further leadership development resources and opportunities, consult www.ascend-international.com)