Creating meaningful connections with one’s community is an essential part of corporate social responsibility. Optiv, a security-solution integrator – “one stop” trusted partner with a singular focus on cybersecurity, has empowered its staff to connect with the Colorado community. By collaborating with key partners such as nonprofits, Optiv has developed its CSR program and plans to expand upon its efforts in the near future.

Optiv is a Civic 50 Colorado 2020 honoree, recognized as one of the most civic-minded companies across the state.

What does your company engage in CSR? Optiv believes in investing in our people and understands that investment in our community is equally as important. Our program Optiv Chips In gives employees an opportunity to connect with one another while connecting with the youth in their communities to make an impactful and lasting change.

Our 2020 company theme was “Level Up” and Optiv employees did just that. Even during a year like 2020, employees continued to show up for their community and gave back to incredible causes. The feedback we’ve received validates that we are doing the right thing for those around us and motivates us to do more.

How did your company start on its CSR journey? We noticed growth around community engagement from individual contributors, as well as our teams across the country, and wanted to formally incorporate this into our culture. The vision began to take shape when our own Amber Peacher spearheaded the initiative and Optiv Chips In was created.

This program was built to represent community participation by Optiv employees and designed to encourage employees nationwide. Since the official launch of Optiv Chips In, we have been able to elevate our community contributions and educate our employees about the various opportunities we have in Colorado.

What will Optiv’s CSR look like in the future? We continuously push ourselves to stay current on community needs and make a positive impact where it counts. Our future goals include establishing a sustainability initiative, growing our footprint in the university and K-12 space and connecting with community leaders to truly understand the needs of Colorado nonprofits. As an organization, we will also expand our reach by collaborating with our partners and customers who also understand the importance of giving back.

The Civic 50 Colorado 2020 award is supported by CSR Solutions of Colorado, which submitted this Q&A. CSR Solutions of Colorado, a project of Community Shares of Colorado and Spark the Change Colorado, provides companies with the best tools and practices to implement corporate social responsibility. Through this important work, CSR Solutions of Colorado connects companies to great causes, truly highlighting the power of volunteerism and collaboration. Denver Business Journal edited this story.

The Optiv team does good works.