



ENGAGING EMPLOYEES IN CSR

Creating a culture to attract the best and brightest

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ABOUT ME



Elyse Derian, VOX Global
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- VOX Global is a strategic communications firm based out of Washington, D.C.
- Work with a wide range of clients, providing counsel for strategic internal and external communications campaigns to help shape positive reputation
- Specialize in implementing communications campaigns that inspire action from employees at all levels of the business to positively impact society and help support business goals
- Provide strategic counsel to clients such as AT&T, Bank of America and USAA focusing on building and executing Corporate Social Responsibility initiatives

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WHY WE ARE HERE TODAY



- Employee engagement is an essential component of an effective CSR initiative
- CSR is an essential component of an effective employee engagement strategy



WHAT IS EMPLOYEE ENGAGEMENT?

Employee engagement is the emotional commitment the employee has to the organization and its goals.*

This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a paycheck, or just for the next promotion, but work on behalf of the organization's goals.

WHY IS EMPLOYEE ENGAGEMENT IMPORTANT?



RECRUITING AND RETENTION

When employees are engaged they are more likely to stay with the company and encourage others to join as well.



ADVOCACY

Engaged employees will take action on behalf of the company when a crisis arises. Whether it's a public policy initiative or data breach, employees are some of a company's best advocates.



REPUTATION

How a company treats its employees influences reputation among consumers and stakeholders, and ultimately affects the bottom line.

WHY ENGAGED EMPLOYEES MATTER

Risks with Disengaged Employees

According to a study by Forbes, about half of employees in North America say they may or will leave their current employer within the next year, a loss that could cost an organization up to **213% of the employee's salary**.

The same study indicates that a company **will lose \$13k annually for each employee who becomes disengaged** – whether they remain with the organization or leave.

Opportunities with Engaged Employees

Employees who are most committed to their organization put in **57% more effort and are 87% less likely to leave** than employees who are disengaged.

Millennials who volunteer are **more likely to be very satisfied with their employer**.

34% of workers are willing to take a pay cut to work for a socially responsible company.

Sources:

Employee Engagement, Gallup, 2015

Kruse, Kevin. "What is employee engagement?" Forbes, June 2012.

Zafar, Fareeh, Nawaz, Ahmed et al. "Employees' Retention through Corporate Social Responsibility in Large Scale Organizations," January 2014

Reputation Management, Employees Reviews Influence Corporate Reputation, February 2014

EFFECTIVE ELEMENTS OF EMPLOYEE ENGAGEMENT



Listen and Empower

Listen to what messages and methods of communications resonate most, and implement their ideas into the strategy.



Communicate Strategically & Authentically

In today's increasingly remote and mobile workforce, it's essential that employees are reached across various communications channels to reach them wherever they are through targeted, personalized communications vs. a one-size fits all strategy



Make it Matter to the Business

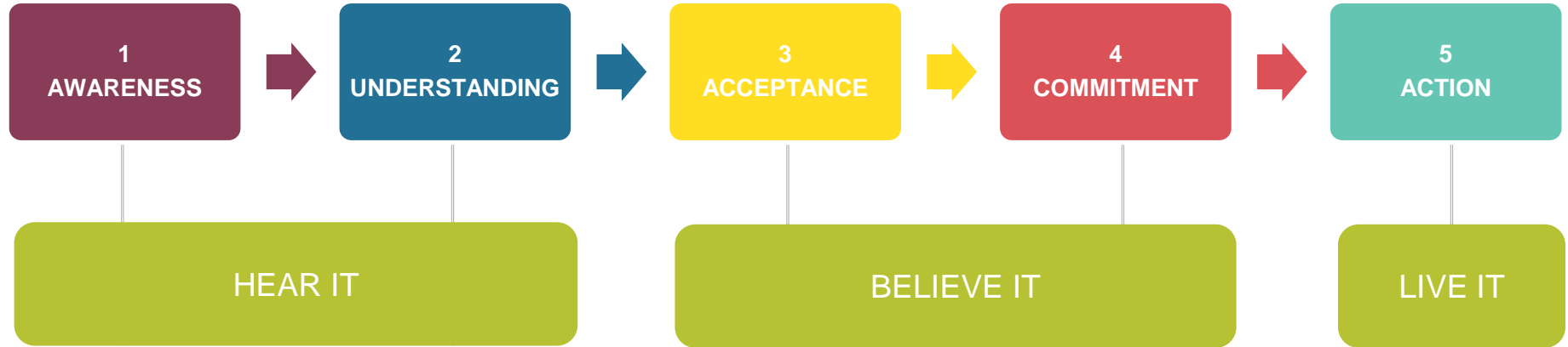
Tie employee CSR campaign to overall business goals such as signature initiatives or sustainability goals.



Recognize and Incentivize

Measure results, collect stories, and frequently share success both internally and externally to remind employees their engagement matters. Use rewards and recognition programs to encourage collaboration and make it fun.

STAGES OF EMPLOYEE ENGAGEMENT



BEST IN CLASS EMPLOYEE ENGAGEMENT PROGRAMS

AT&T Aspire emphasizes workforce readiness to ensure AT&T can fill tech jobs in the future with skilled workers. Employees are involved in mentoring students in person and online to help them achieve their goal of reaching a 90% graduation rate by 2020.



Kimberly-Clark's Small Steps program reaches out to their global workforce, encouraging employees to adopt small behavioral changes that together can contribute to a significant reduction in the use of energy, water and other resources.



As part of **Campbell Soup's** Healthy Communities program to reduce the rate of childhood obesity and hunger, employees volunteer with local organizations that support this overall effort.



The **Bank of America** My Environment employee network helps educate employees on how to become environmental stewards at work, at home and in the communities where they work and live. Today, more than 18,000 employee members in 32 countries are participating in hundreds of environmental educational events each year.





THANK YOU.

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