

EMPLOYERS' FORUM OF INDIANA



COUNTERING DESPAIR VIA COMMUNITY ENGAGEMENT

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SOCIETAL PROBLEM OF DESPAIR

Manifestations
of despair are
increasing &
current
strategies are
inadequate

- addictions
- alcohol abuse
- depression
- suicide



EMPLOYEE ENGAGEMENT PROBLEM

U.S. Employee Engagement, 2011-2015

Yearly averages

■ % Engaged employees



68% Not
Engaged

GALLUP®

<https://news.gallup.com/poll/188144/employee-engagement-stagnant-2015.aspx>



BENEFITS OF EMPLOYEE ENGAGEMENT VIA CORPORATE CITIZENSHIP

Numerous studies demonstrate improvement in.....

- retention
- branding which increases recruitment of best talent
- employee productivity
- higher profits
- community benefits

??? Could we make an impact on incidence of despair by introducing rewarding experiences via community engagement?

<http://www.pointsoflight.org/blog/2014/01/24/heres-what-happens-when-companies-make-community-service-business-usual>



50 BEST EMPLOYERS FOR GIVING BACK (2017)

[HTTP://FORTUNE.COM/2017/02/09/BEST-WORKPLACES-GIVING-BACK/](http://fortune.com/2017/02/09/best-workplaces-giving-back/)

1. Salesforce



2. NuStar Energy



3. Veterans United Home Loans



4. Intuit



OFFER VOLUNTEERING INCENTIVES TO EMPLOYEES

Employers offering PTO for volunteering in community

- Deloitte = unlimited
- Novo Nordisk = 80 hours
- NuStar = 60 hours
- Sales Force = 56 hours

Employers offer other incentives for volunteering

- Walt Disney Parks give a free ticket to the parks for a day of service
- Salesforce – If complete all 7 days of volunteering, receive a \$1,000 grant with which the employee can donate to a non-profit of their choice
- Bloomberg – donates \$1000 for 25 hours of volunteering and \$2500 for 50 hours of volunteering

NEED A STRATEGY

- Rule #1: What gets measured gets done!
- Rule #2: Assign leadership to take this on and hold them accountable.
- Rule #3: HAVE FUN.....

Great Resource to find places to volunteer: <https://www.volunteermatch.org/>