

Next-Level Employee Engagement: Strengthening Corporate Culture and Brand

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TODAY'S SPEAKERS



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THE CASE FOR EMPLOYEE ENGAGEMENT

- **Non-cash contributions have increased as a percentage of overall corporate giving.**
 - **Paid time off volunteer programs grew substantially** between 2010 and 2013, with an increase of 37% of paid time off volunteer hours reported; in 2014 it was the most common engagement program offered by companies for domestic employees.
 - 51% all companies offer **pro bono opportunities** as part of their employee engagement programs, up from 34% from 2010. ⁽¹⁾
- **Measuring the value of employee volunteerism is becoming standard practice for companies.**
 - While companies are fairly proficient at collecting output data (e.g., an increase in employee participation), companies are now also **measuring the business value of employee volunteerism**, often partnering with HR to include questions about job satisfaction in employee surveys.

Employee Benefits

- Encourages teamwork
- Promotes leadership
- Increases morale and job satisfaction
- Develops skills
- Creates opportunities to feel part of a philanthropic commitment

Company Benefits

- Improves employee recruitment and retention
- Builds brand reputation and awareness
- Demonstrates a commitment to the community
- Reinforces company values

ROADBLOCKS TO SUCCESS

- Lack of awareness
- Too busy at work
- Indifferent or uninterested
- Personal interests not aligned with corporate causes
- A diverse workforce and/or geographic footprint
- Inaccurate tracking of activities



CRITICAL STEPS TO STRENGTHENING YOUR CULTURE OF ENGAGEMENT

1 Formalize your program

2 Empower your people

3 Set and communicate goals

4 Recognize employee efforts



FORMALIZE YOUR PROGRAM



- Seek buy-in from senior leadership
- Consider your structure and approach
- Create policies and procedures
- Align your efforts with your company
- Consider branding your program or linking it to an existing corporate initiative
- Determine the best time(s) of year to promote your engagement opportunities

EMPOWER YOUR PEOPLE



- Encourage supervisor and manager involvement
- Solicit input and feedback from employees
- Assess your workforce and its unique needs
- Equip your champions with the tools and resources they need to promote engagement and activate employees

SET AND COMMUNICATE GOALS



- Identify realistic goals for your program
- Keep employees up-to-date on progress
- Educate employees about the causes and/or nonprofits your program supports
- Determine what motivates your employees and use this intel to develop your messaging
- Customize your communications strategies for your various employees; one size does not fit all

RECOGNIZE EMPLOYEE EFFORTS



- Understand your company's own unique culture and what will resonate with your people
 - Simple gestures (e.g., thank you notes, branded collateral, goodie bags)
 - Consider a formal award or reward program
 - Policies like Dollars for Doers, Matching Gifts, Bonus Personal Day

HOW AN AUTHENTIC CULTURE IS BUILT

Alignment to core values creates the opportunity for a program to “stick” and build momentum over time.



Empowerment of individuals, to participate in the role of their choice (e.g., leader, supporter, participant) as in all things, is the KEY.



Clear, concise and effective communication raises visibility of your program, sparks excitement, and informs your people about opportunities to get involved.



Recognition reinforces, maintains and sustains a culture of engagement and supports citizenship activities.



CASE STUDY: Rodan + Fields



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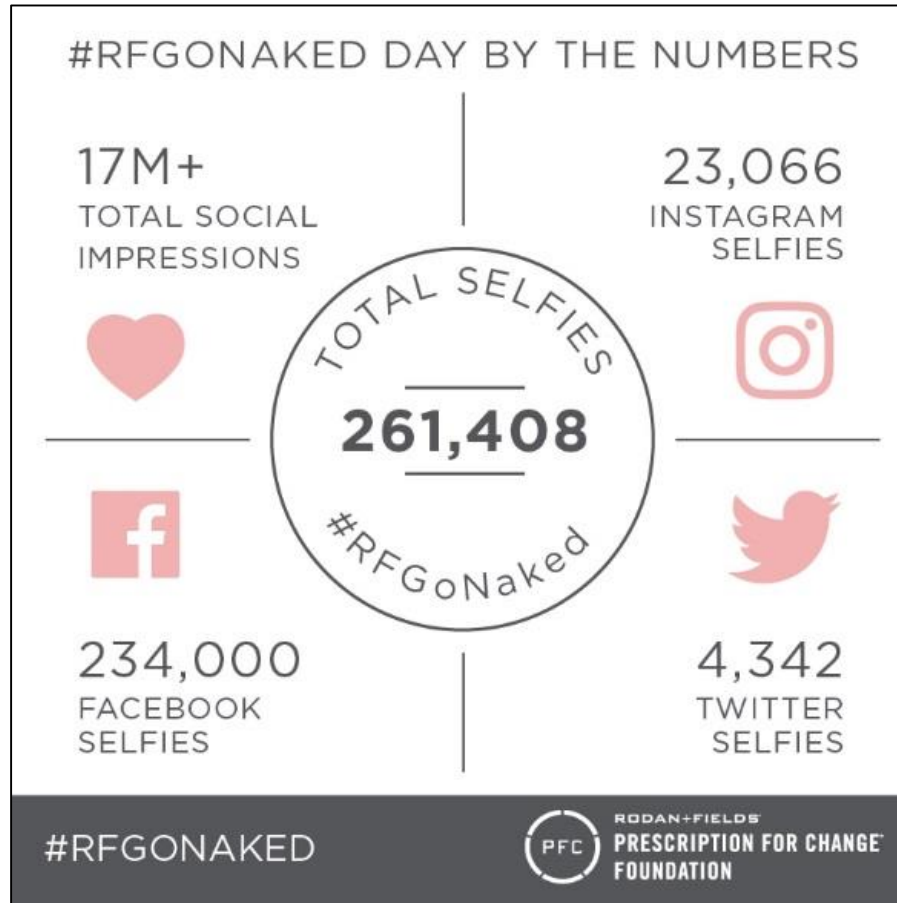


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all channels, USA, 2015; research conducted in 2015;
last five years refers to period 2010 to 2015.

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Questions?

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