CULTURECON

MADISON, WI | JULY 17-18

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"Employee Engagement: Are You Doing Enough"

United Way of Dane County

United Way

“V. Good”

What do you want to be?

Workshop Roadmap

INDIVIDUAL

COMPANY

COMMUNITY

Session Outcomes

A CLEAR UNDERSTANDING OF THE IMPORTANCE OF FINDING YOUR CULTURE FIT

A CULTURE ROADMAP DEFINING GAPS IN EMPLOYEE ENGAGEMENT AND HOW TO BUILD TRUST

TAKING A CULTURE WALK

LEARNING WHY CORPORATE VOLUNTEERISM IS A WIN-WIN FOR BOTH COMPANIES AND THE COMMUNITY

NEXT STEPS TO GET INVOLVED

INDIVIDUAL

Culture = Personality

My Story

My Mentor

My Story

December 2014

“Sir, your liver is failing.”

No chance of survival. “Go home and spend what time remains with your family. There’s nothing we can do.”

Transplant list. Estimated wait: 9-12 months

Successful surgery. Cancer free.

Set Backs

Cancer free to stage 4. His new prognosis: 3 months

“What should I do?”

Medical school

I am a puppet; I do what I'm told. I always have and feel obligated to do so. Yet it has been said to be yourself; no base imitator of another, but your best self. There is something which you can do better than another. Listen to that inward voice and bravely obey that. However, how can I listen to myself when these strings that have bound me are family? Those who care so much and want what's best. How, then, can I disobey?

My Decision

Disobedience

Failure

Defying the Odds

- *2 trips to San Diego*
- *2 trips to Pakistan*
- *3 trips to Las Vegas*
- *Turkey*
- *Dubai*
- *Fresno/Yosemite*
- *San Francisco*
- *Los Angeles*
- *The Grand Canyon*
- *St. Louis*
- *Zion National Park*
- *Our first Packer Game*
- *Dallas/Houston*

He was assigned that mountain to show others it could be moved. He certainly moved it.

United Way of Dane County

The power of many. Working for all.

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Today in a breakout session I met ____.

He/she values ____.

Takeaway

Motivated employees are those whose needs and values are manifested in your workplace culture, mission and vision. Find your culture fit.

COMPANY

How do you boost staff engagement?

#1 Method: Build trust in leadership

Organizational Culture Put on Display

It begins with staff

- “Hire for culture fit.” Invest time in your talent brand.

See and be seen; your physical presence is irreplaceable

Take a culture walk

Takeaway

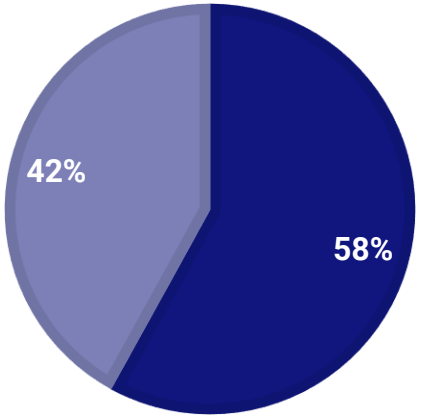
Culture without consistency breeds mistrust.
Live your values daily.

COMMUNITY

Corporate Volunteerism

- Corporate Social Responsibility drives employee recruitment, retention and engagement
  - This is especially true for Millennials

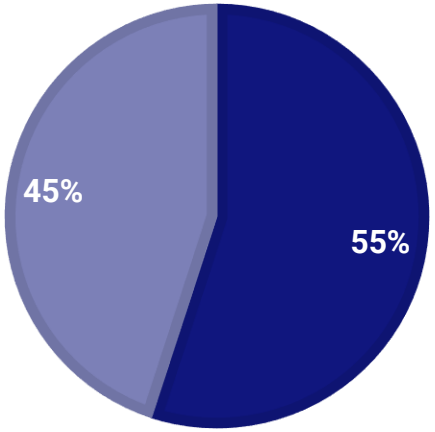
Employees take into consideration a company's social commitments when deciding where to work



58% of employees (76% of Millennials)

2016 Employee Engagement and Millennial Engagement Studies, Cone Communication

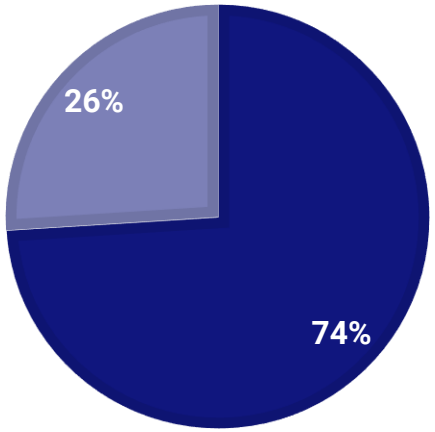
Employees choose to work for a socially responsible company, even at a lower salary



55% of employees (75% of Millennials)

2016 Employee Engagement and Millennial Engagement Studies, Cone Communication

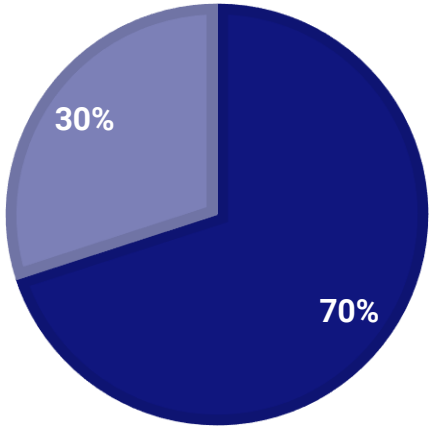
Employees are more fulfilled when they are provided opportunities to make a positive impact on social issues



74% of employees (88% of Millennials)

2016 Employee Engagement and Millennial Engagement Studies, Cone Communication

Employees are more loyal to a company that helps them contribute to important social issues



70% of employees
(83% of Millennials)

2016 Employee Engagement and Millennial Engagement Studies, Cone Communication

Workplace Engagement

Good for you, good for employers

About a quarter of the people who have volunteered in the past 12 months say that volunteering has helped them to manage a chronic illness.

Nationally, over half of employees have volunteered.

76% of people who volunteered in the last twelve months say that volunteering has made them **feel healthier.**

94% of people who volunteered in the last twelve months say that volunteering **improves their mood.**

Professional Job Skills

49% of people new to volunteering said that volunteering has helped with their career in the paid job market.

56% of new volunteers felt that volunteering would help their career.

95% say they are helping to make their **community a better place.**

96% say that volunteering enriches their **sense of purpose** in life.

Stronger Colleague Relationships

64% of employees who currently volunteer said that volunteering with work colleagues has strengthened their relationships.

81% of employed volunteers who volunteered through their workplace agreed that volunteering together strengthens relationships among colleagues.

80% of the people who have volunteered in the past 12 months say that they feel they have **control over their health.**

78% of people who volunteered in the last 12 months say that volunteering **lowers their stress** levels.

People and Teamwork Skills

87% of people who said that volunteering helped their career responded that volunteering has developed their people skills and teamwork skills.

Time Management Skills

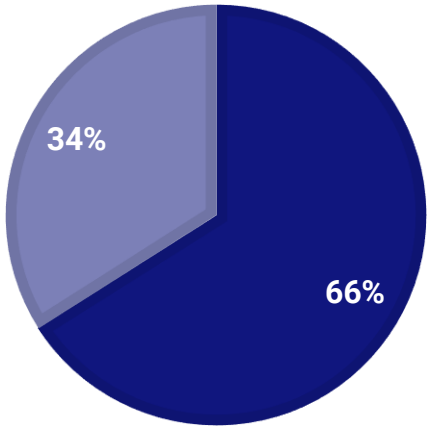
More than three-quarters of people who told us that volunteering helped their careers said that volunteering has taught them about time management.

Corporation for National and Community Service (CNCS), *Volunteering in America*, https://www.nationalservice.gov/vcla.

United Way of Dane County

The power of many. **Working for all.**

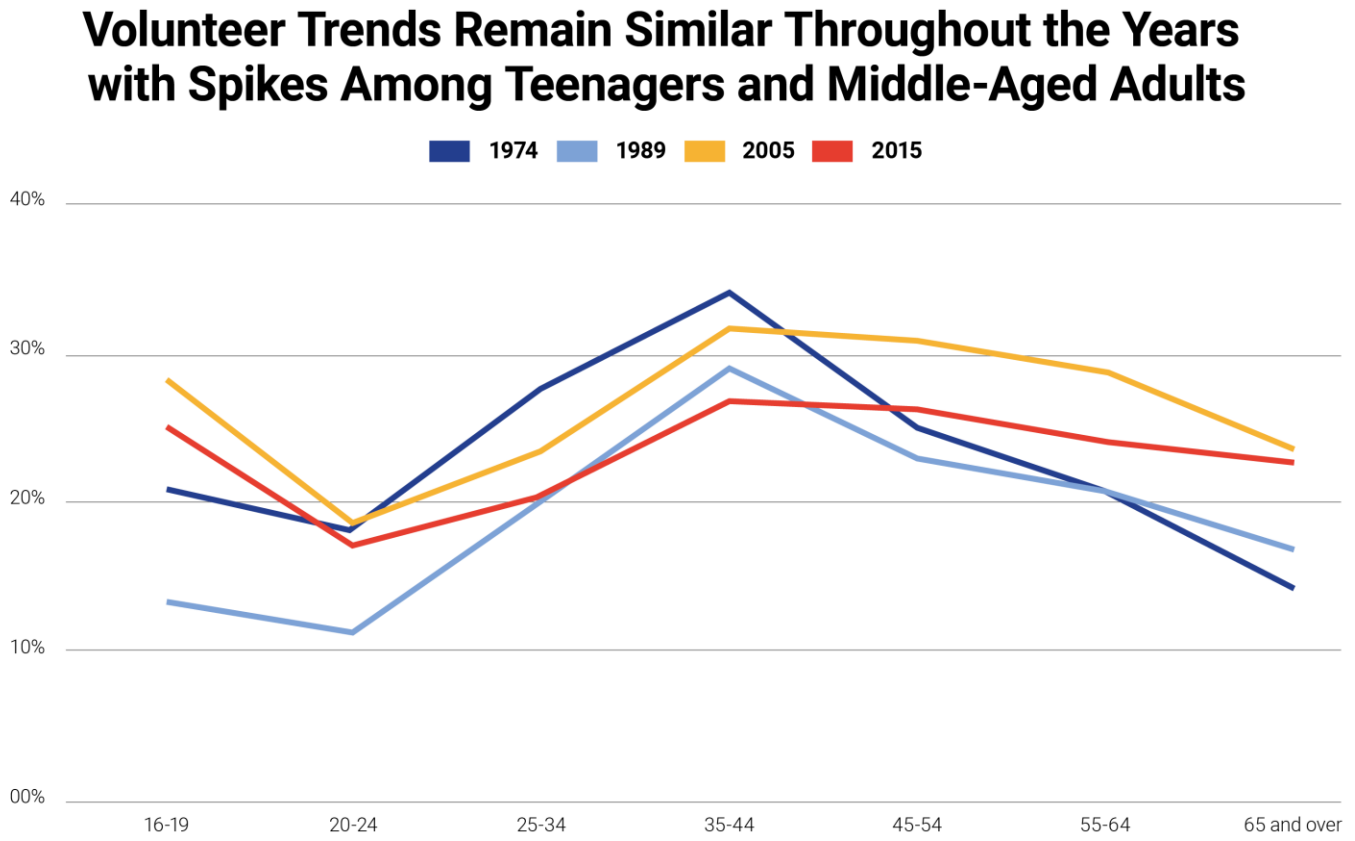
Employees wish their employers would provide volunteer opportunities they could do with family or friends



66% of employees
(83% of Millennials)

2016 Employee Engagement and Millennial Engagement Studies, Cone Communication

Trends in Age Groups

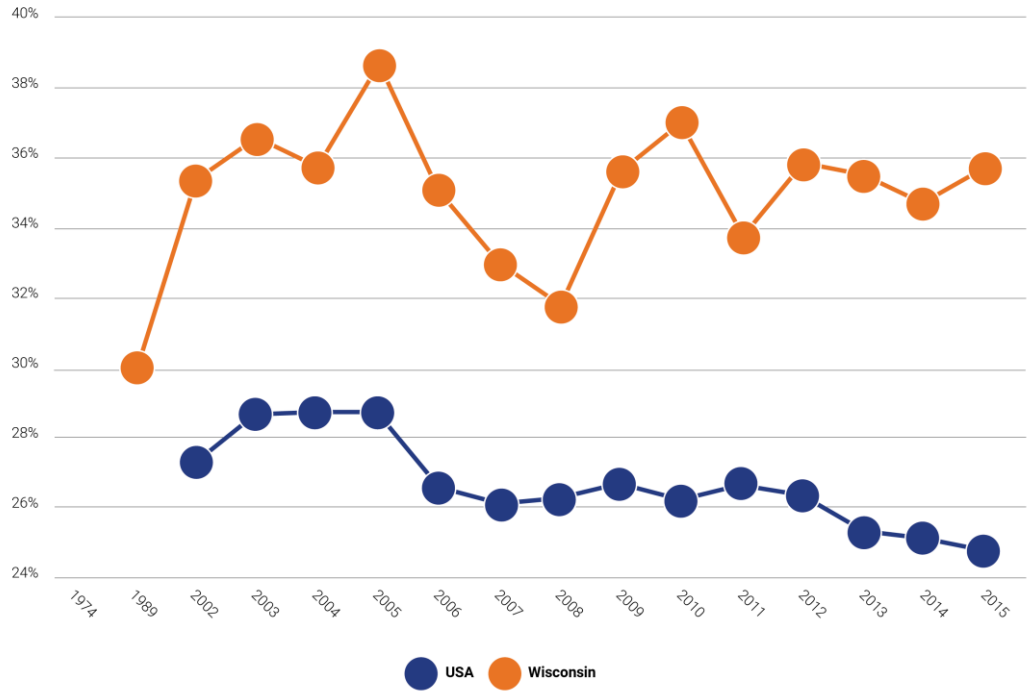


Dietz, Nathan and Grimm Jr., Robert T. “Doing Good by the Young and the Old: Forty Years of American Volunteering,” Nonprofit Quarterly, https://nonprofitquarterly.org/2016/11/17/good-young-old-forty-years- american-volunteering/.

National and Local Research

Volunteers in Wisconsin by Year

Wisconsin residents volunteer and continue to volunteer more than the national average both for numbers of volunteers and hours.



- 40.5% Madison Residents
- 24.9% National Average
- 3rd within mid-size cities surveyed in the United States

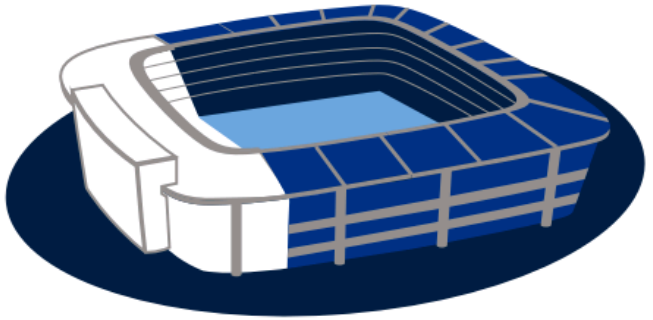
Corporation for National and Community Service (CNCS), *Volunteering in America*, https://www.nationalservice.gov/vcla.

The Need

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Table S1701. The Federal Poverty Level is defined as a family of four living on less than $24,600 a year.

That's 1 in 8 people, 1 in 6 children. That's over 12% of our population.

(Camp Randall seating capacity is 80,321)



64,000 MEN, WOMEN AND CHILDREN
live in poverty in Dane County[1]

A Balancing Act

Matching volunteer experience/desire to community need

Take Action

- What does your organization value and why?
- What works best for your employees?
  - Year-round engagements
  - On-site tailored engagements
  - VTO
- Leadership Buy-in

Year-round Engagement Opportunities

- Business Volunteer Network (BVN)
- VolunteerYourTime.org
- Seasons of Caring

On-site Tailored Engagements

Snack Packs

It's essential for students to come to school ready to learn. Children who are hungry are more likely to have behavioral issues, repeat a grade or miss school entirely.

Paper Product Packs

Paper towels and toilet paper – these everyday household items are rarely donated and are essential for a healthy family.

Diaper Packs

Access to diapers reduces risk of infectious diseases, improves health outcomes for children and families and are frequently needed at pantries and shelters.

Books for Babies Packs

Education gaps can be identified as early as kindergarten. This kit promotes early literacy and utilizes parents as children's first teachers to prepare children for school.

Feminine Hygiene Packs

Individuals who don't have access to hygiene products are more likely to miss work or school. A period shouldn't stop someone from participating and succeeding in school, work and life.

Price depending on size of group and scope of project

For more information about volunteer engagements, or if you have any questions, please contact us at:
608-246-4380 or **communityengagement@uwdc.org**

United Way of Dane County

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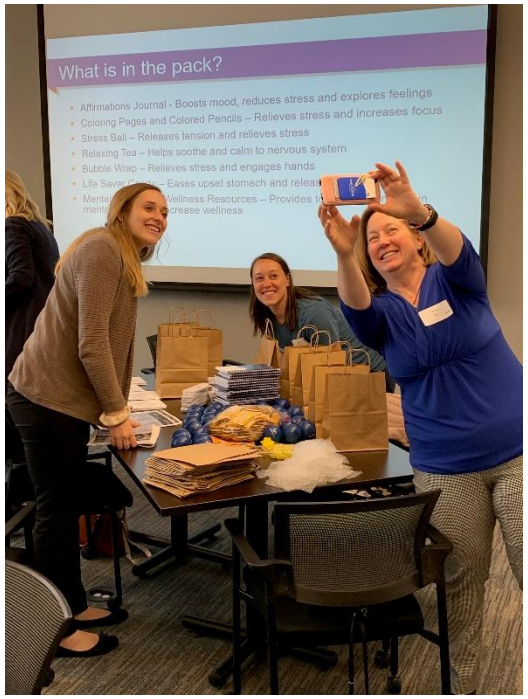
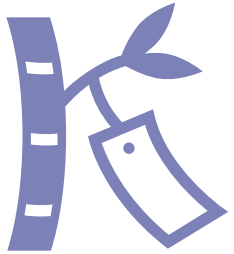


"Volunteerism is part of our company's value. We look at current issues in the community to understand where we can be a resource and match them with our skill sets."

– Social Impact Engagement Manager from Corporate Partner

Leadership Buy-in



Offer VTO

Reinforcement – walk the talk

Ask; don't tell

Takeaway

Creating a strong, sustainable community will strengthen your business. Discover your organization’s niche.

Workshop Roadmap

INDIVIDUAL

COMPANY

COMMUNITY

Questions

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