

Engaging ERGs Through Volunteerism

Facilitated by
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What This Conversation Will Explore

- Provide **new ways of thinking** about employee engagement and volunteerism
- Spotlight two **real-world examples** of corporate volunteers making a difference
- Draw out **insights and inspiration for your ERG's** engagement of employees



A Persistent Myth: Business Good vs. Social Good

Leadership Development + Profit \neq Social Good?

- We know our employees are a part of communities that have historically been the targets of violence and oppression.
- There have been more and more cases, e.g., in the voting rights conversation, in which companies have exerted influence in civic discourse.
- Good corporate citizens know that the customer loyalty comes from doing what is right for as many people as possible.



We need to bust the myth that work and social good are two different things.



Towards a New Normal

- We're exhausted like we've never been before.
- We're re-evaluating our purpose in this world and what gives our lives meaning.
- We're craving human connection.
- We've developed new humility in our relationship to nature.
- We're wanting to create new spaces for love and belonging.
- Now more than ever, we want a world that works for every being.

(From Water Has No Enemy listening tour)



The New Normal Is Purpose-Full

- Fulfilled employees are a strong predictor of eNPS.
- More than twice as many people want fulfilling work (44%) vs. engaging work (28%)
- Purpose-oriented employees tend to stay longer with a company and hold more senior leadership positions.

(From Imperative's 2019 Workforce Purpose Index)



The New Normal Is Wellbeing-Centered

Of the 80 percent of employers that report diversity, equity and inclusion (DE&I) as influencing their well-being strategy this year, nearly half (45 percent) designed initiatives specifically for traditionally marginalized employees.

(SHRM)



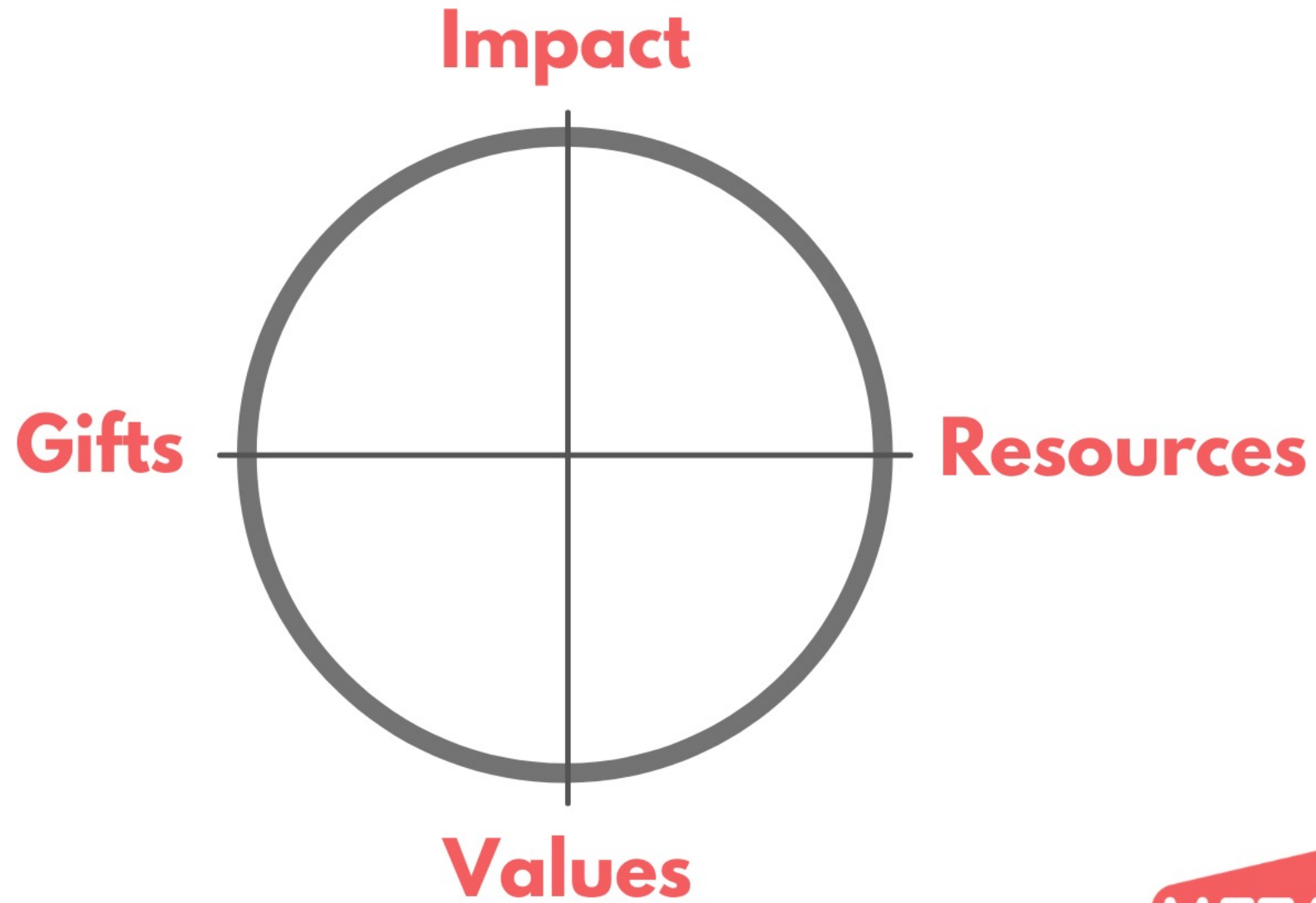
Employee engagement should be structured opportunities to engage purpose and care.





Destiny Map

- Inspired by the 6,000-year-old oracular system, *Ifa*
- Based on years of coaching employees on how to volunteer in social impact projects
- Self-inquiry process for discerning our unique contributions to the world



Gifts

- What are you good at?
- What activities, when you engage in them, do you seem to lose track of time?
- What do people come to you for?

Impact

- What kind of world do we want to leave to the next generation?
- What does the world need more of?
- What does the world need less of?
- What role do you play in this new world you envision?

Values

- What are you committed to?
- What are the rules of the world?
- When you think about the most important parts of your life, what do those things provide you?

Resources

- What would you do if money and time were not barriers?
- What kind of future are you working towards?
- Who do you get to be when you go all out and bring all of who you are?

Encouraging employees to pursue volunteerism and social good projects strengthens their authentic leadership and deepens their personal investment in the workplace that supports them.



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Volunteerism Examples

Cluster

U.S. Digital Response