



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

## 23BAE715 – Workplace Modernization and Advancement

### Unit 4 – EMPLOYEE ENGAGEMENT AND WELL-BEING



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# Guess the Topic!!!

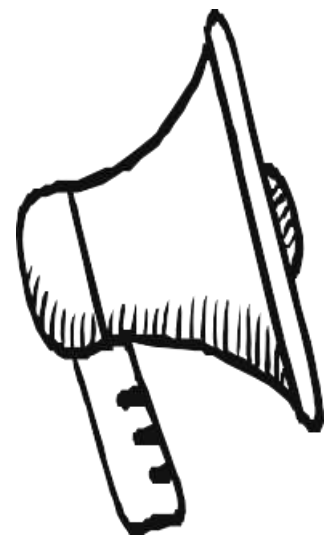
## ROLE OF CSR IN EMPLOYEE ENGAGEMENT





# Recap

# TECHNOLOGY & ITS IMPACT ON WORK-LIFE BALANCE







# The Role of CSR in Employee Engagement

Corporate Social Responsibility (CSR) plays a crucial role in fostering employee engagement, as it allows companies to align their values with those of their workforce, creating a sense of purpose and pride.





# Understanding Corporate Social Responsibility (CSR)

## 1 Ethical Practices

CSR encompasses a company's commitment to operate in a socially and environmentally responsible manner.

## 2 Community Involvement

CSR initiatives often include philanthropic efforts, volunteer programs, and partnerships with local organizations.

## 3 Sustainability Efforts

CSR initiatives can address environmental concerns, such as reducing carbon footprint and promoting sustainable practices.





# The Impact of CSR on Employee Engagement

## Increased Motivation

Employees feel a greater sense of purpose and are more motivated when their company's values align with their own.

## Improved Retention

CSR initiatives can enhance employee loyalty and reduce turnover, as employees feel a stronger connection to the organization.

## Enhanced Teamwork

Collaborative CSR projects foster teamwork and strengthen interpersonal relationships among employees.





# Aligning CSR Initiatives with Employee Values

## Employee Feedback

Engage employees to understand their interests and concerns, and incorporate their input into CSR initiatives.

## Shared Purpose

Align CSR efforts with the company's mission and values to create a sense of shared purpose among employees.

## Skill-Based Volunteering

Offer opportunities for employees to volunteer their professional skills, fostering a sense of personal contribution.

## Flexible Scheduling

Provide flexible work arrangements to enable employees to participate in CSR activities during work hours.





# Fostering a Culture of Volunteerism and Philanthropy



## Volunteer Opportunities

Organize group volunteer events and encourage employees to participate in activities that align with their interests.



## Matching Donations

Implement a program where the company matches employee donations to charitable organizations, amplifying their impact.



## Community Engagement

Foster a sense of community and belonging by supporting employee-led initiatives that contribute to the local area.



## Recognition and Rewards

Acknowledge and celebrate employees who demonstrate exemplary commitment to CSR, inspiring others to follow suit.





# Communicating CSR Efforts to Employees

1

## Transparent Reporting

Regularly share updates on the company's CSR initiatives and their impact, fostering a sense of transparency.

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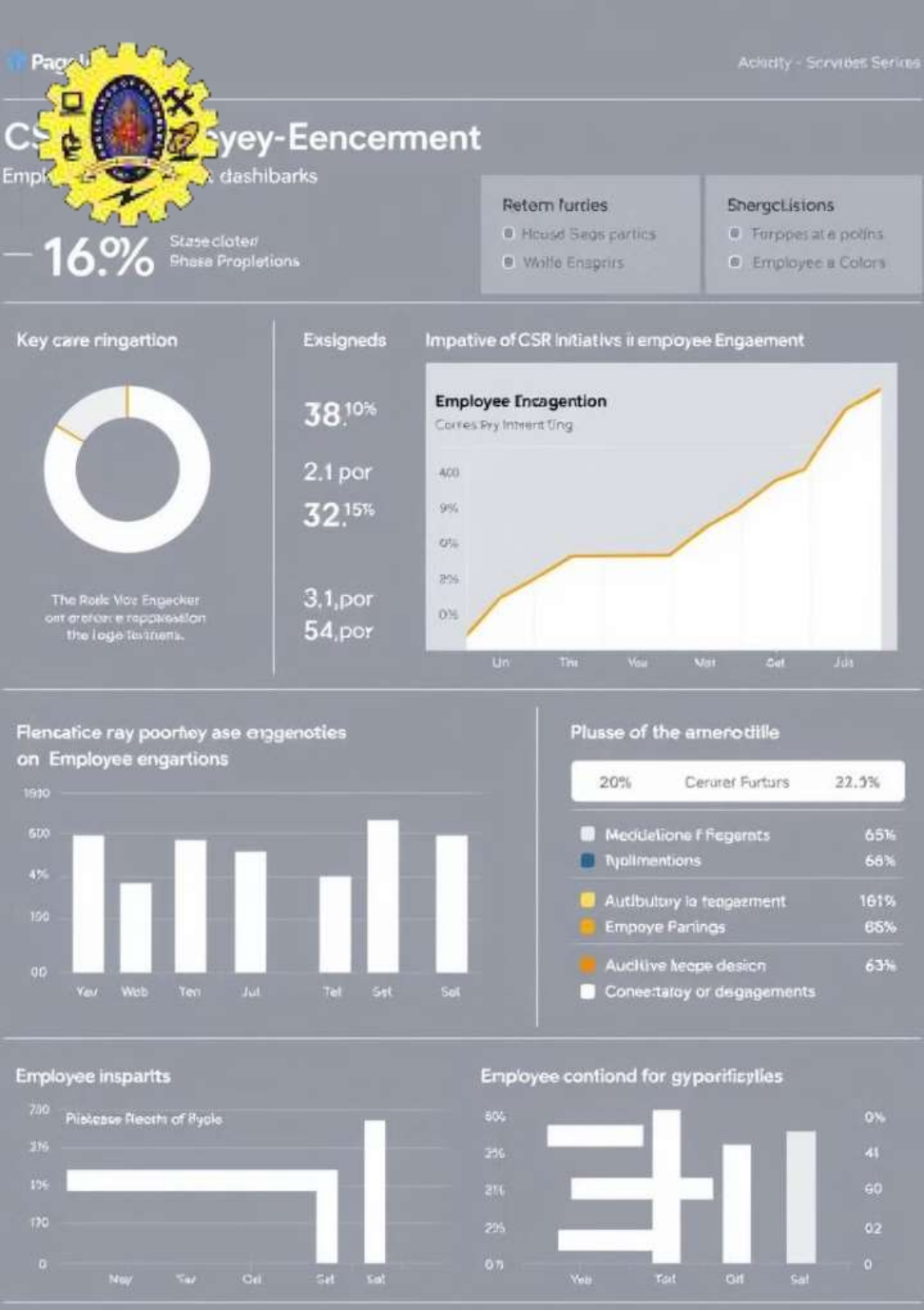
## Employee Showcases

Highlight employee-led CSR projects and their contributions, inspiring others to get involved.

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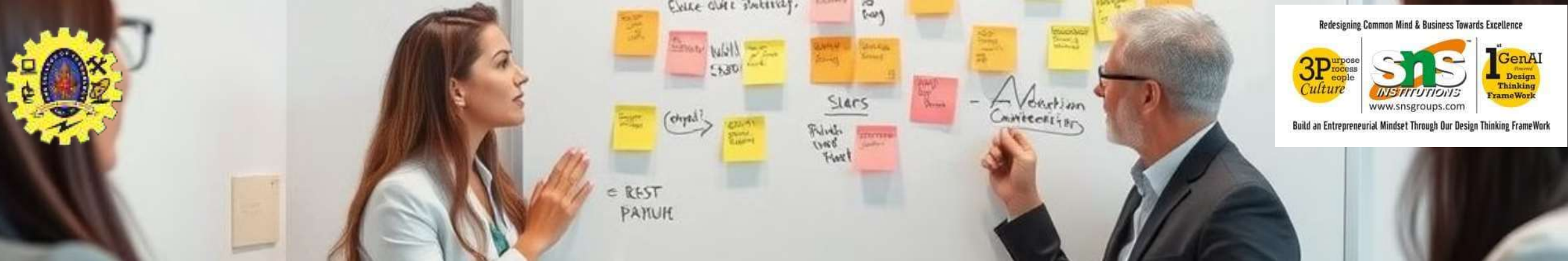
## Consistent Messaging

Ensure that CSR messaging is integrated across all internal communication channels, reinforcing its importance.

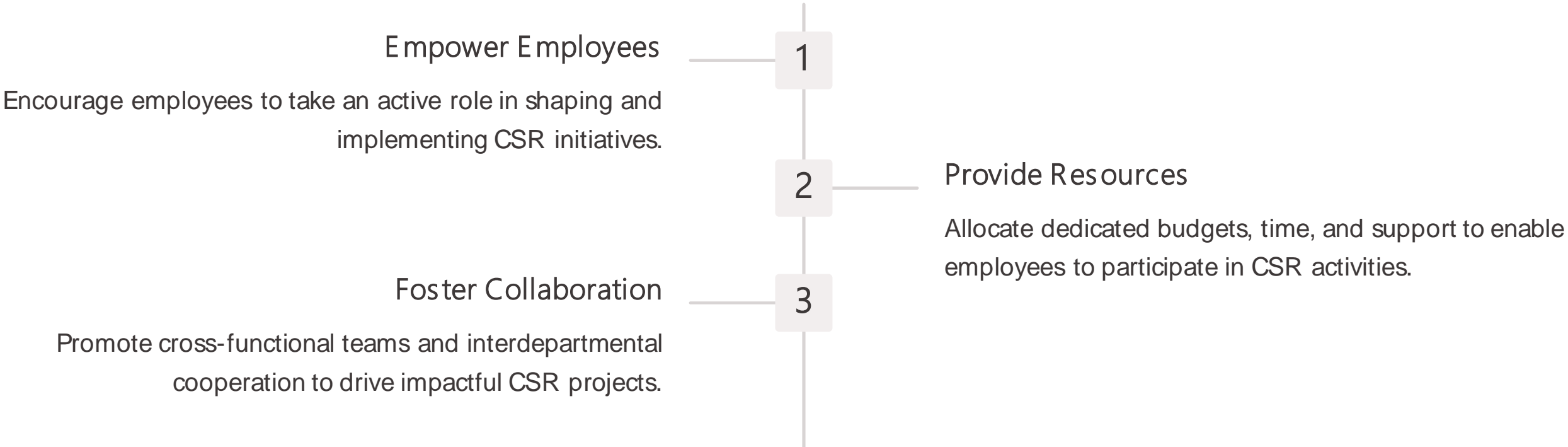


# Measuring the Impact of Employee Engagement

| Volunteer Participation   | Employee Satisfaction Surveys   | Retention Rates  | Productivity Metrics   |
|---|---|--|--|
| Track the number of employees participating in CSR activities to gauge their level of engagement. | Incorporate CSR-related questions in employee surveys to measure their sentiment and alignment. | Monitor employee turnover and compare it to industry benchmarks to assess the impact of CSR. | Analyze metrics like task completion, absenteeism, and collaboration to understand the effects of CSR. |



# Strategies for Enhancing CSR and Employee Engagement







# Summary

- ❖ Understanding Corporate Social Responsibility (CSR)
- ❖ Fostering a Culture of Volunteerism and Philanthropy
- ❖ Communicating CSR Efforts to Employees
- ❖ Measuring the Impact of CSR on Employee Engagement
- ❖ Strategies for Enhancing CSR and Employee Engagement

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the main ideas

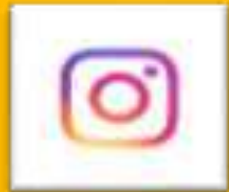




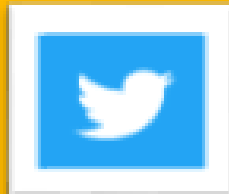
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# Thanks!

