



Harvard Pilgrim
Health Care



Making Good Happen At Work

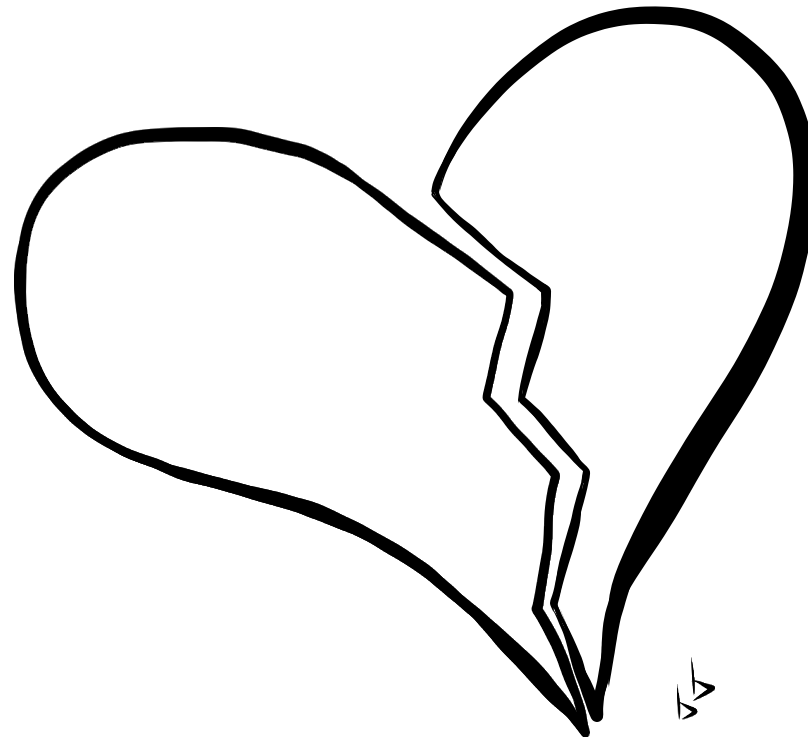
October 27, 2020

Bea Boccalandro

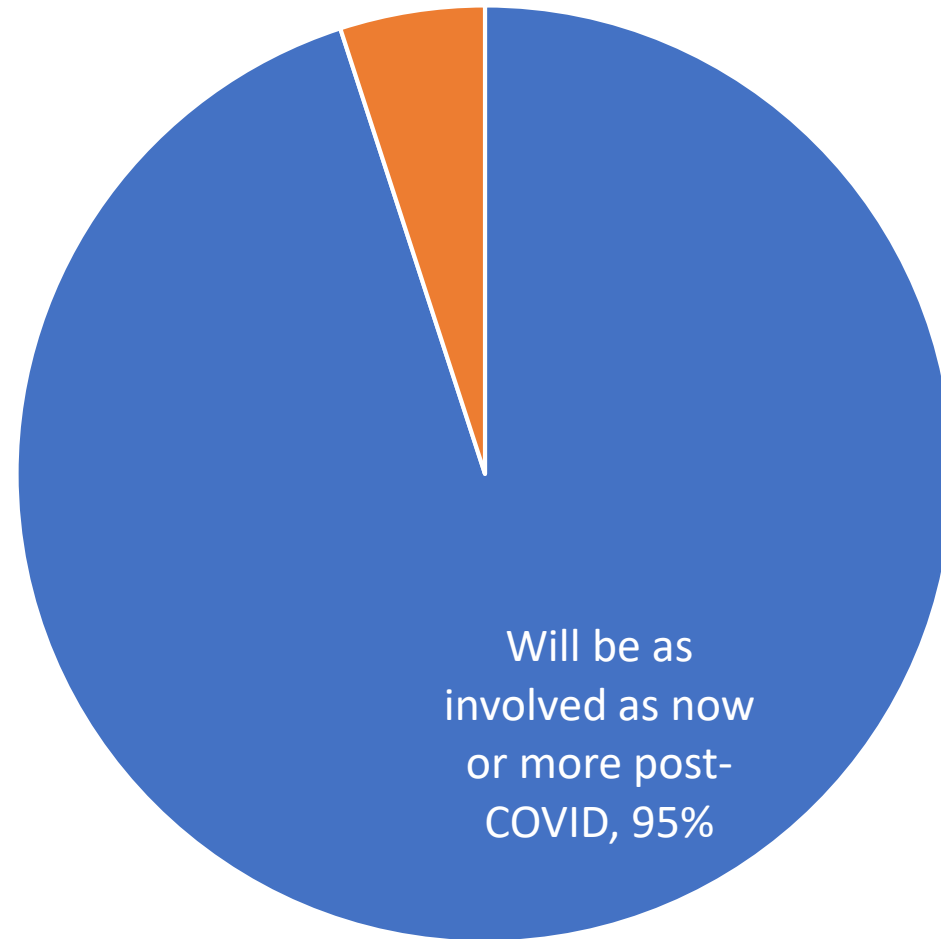
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2020 has
broken our
hearts



Points of Light research finds that right now, especially, Americans yearn for ways to contribute





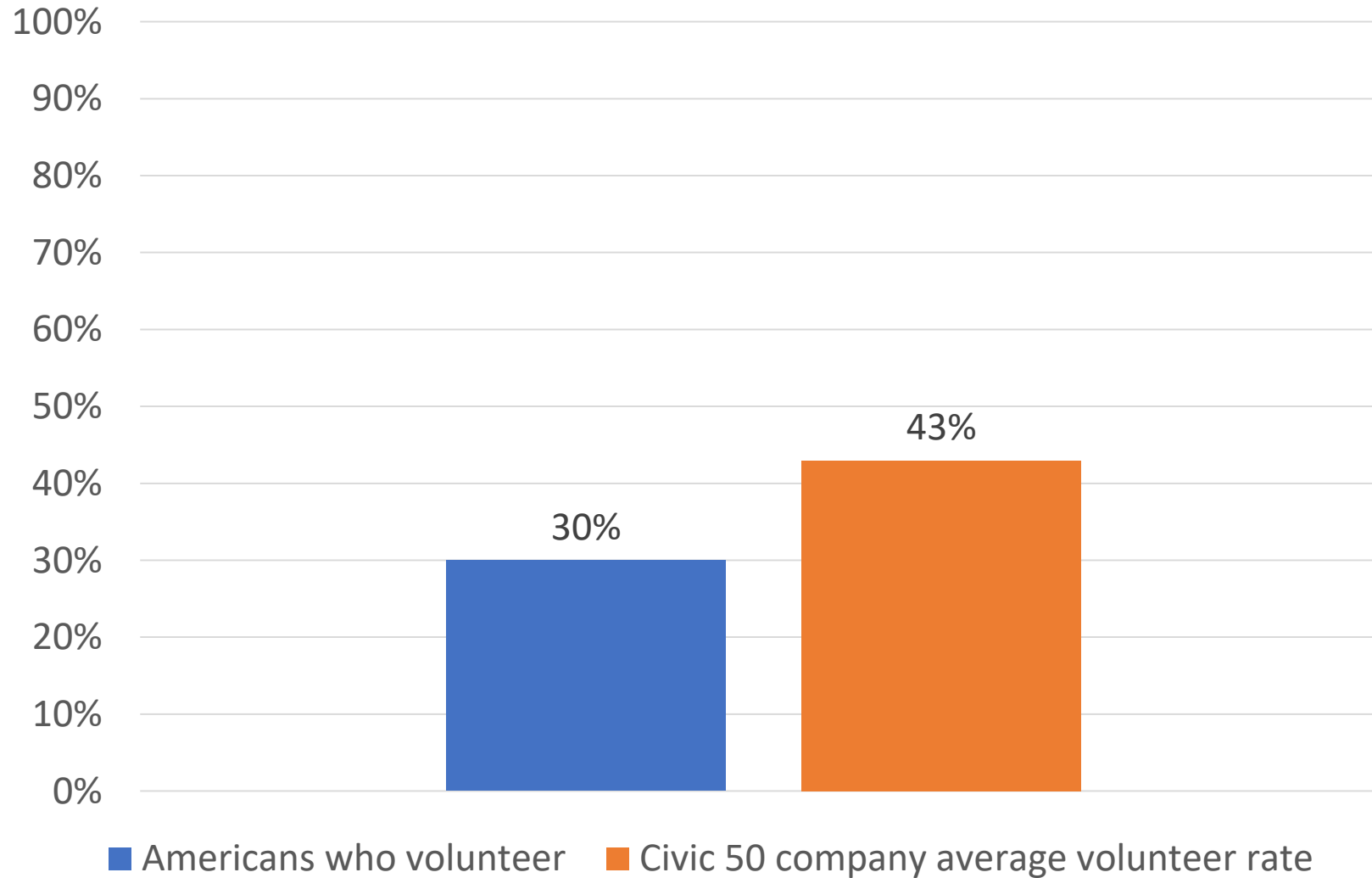
This moment is an opportunity to engage employees in making meaningful contributions to societal causes (in social-purpose activities)



How much more employee involvement in
our social-purpose activities can we aim for?

What's a reasonable goal for employee participation in social-purpose activities?

(excluding monetary donations)



The goal

____% of employees
participate in social-purpose activities
(excluding monetary donations)

The goal

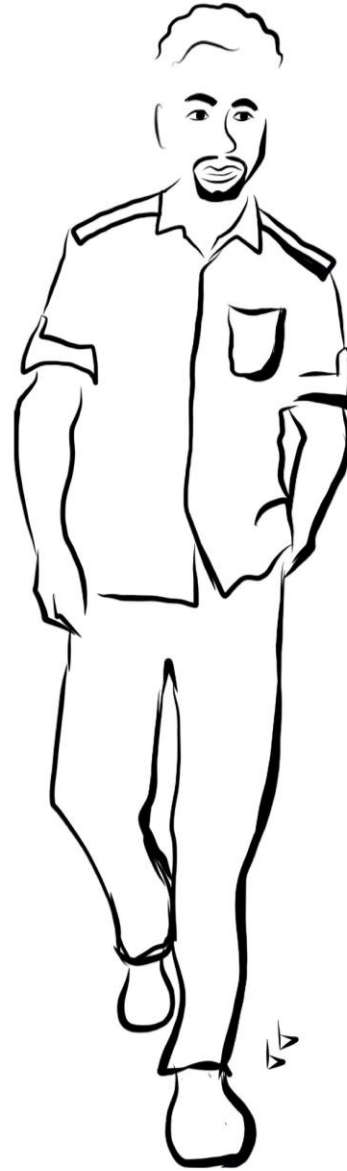
80% of employees
participate in social-purpose activities
(excluding monetary donations)

The goal

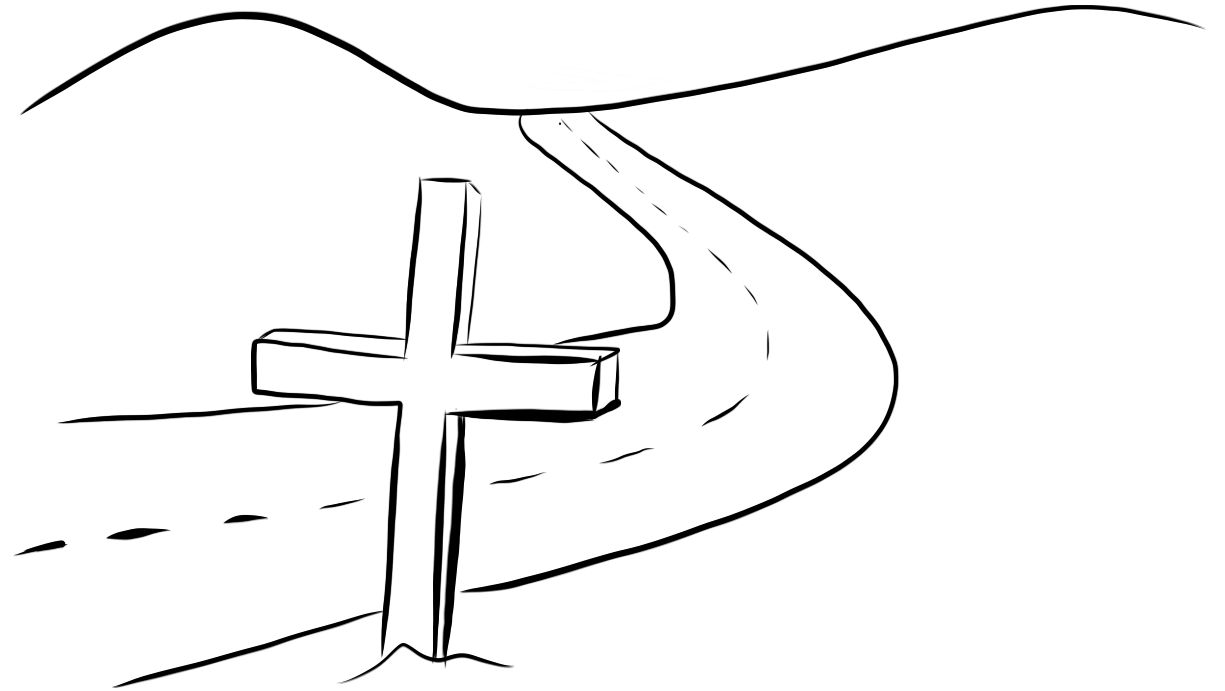
80% of employees
participate in social-purpose activities
(excluding monetary donations)
every week

Let's explore an alternative approach.

Leroy participates
in social-purpose
activities every
workweek



He reduces highway
accidents and
fatalities



Is Leroy a...



Staff member at
MADD?



Safety engineer?

Leroy is a parking attendant



Leroy inspects tires and, if the tread is bald, alerts the car's owner. He combats highway fatalities with every car he parks.

Leroy's tire checks give him...

- A way to do good at work
- A sense of purpose



Research suggests that Leroy's tire checks boost his...

- Engagement
- Job satisfaction
- Productivity
- Career
- Health
- Happiness





There is an opportunity to
engage employees in CSR
*and boost their success
and wellbeing*

Job purposing

- Definition:

Participating in a social-purpose activity (making a meaningful contribution to a societal cause) as part of the work experience.

- Examples:

- A triathlete emails weekly tips to interested colleagues on how to adopt healthy behaviors.
- An administrative assistant orders catering only from restaurants that support organic local farmers.
- Having learned the storage facility where she works is closing for the foreseeable future due to the COVID-19 pandemic, the attendant spends her last workday calling every elderly customer to offer free delivery of anything they need to ride out the crisis.

We can equip managers/supervisors to
job purpose for their teams

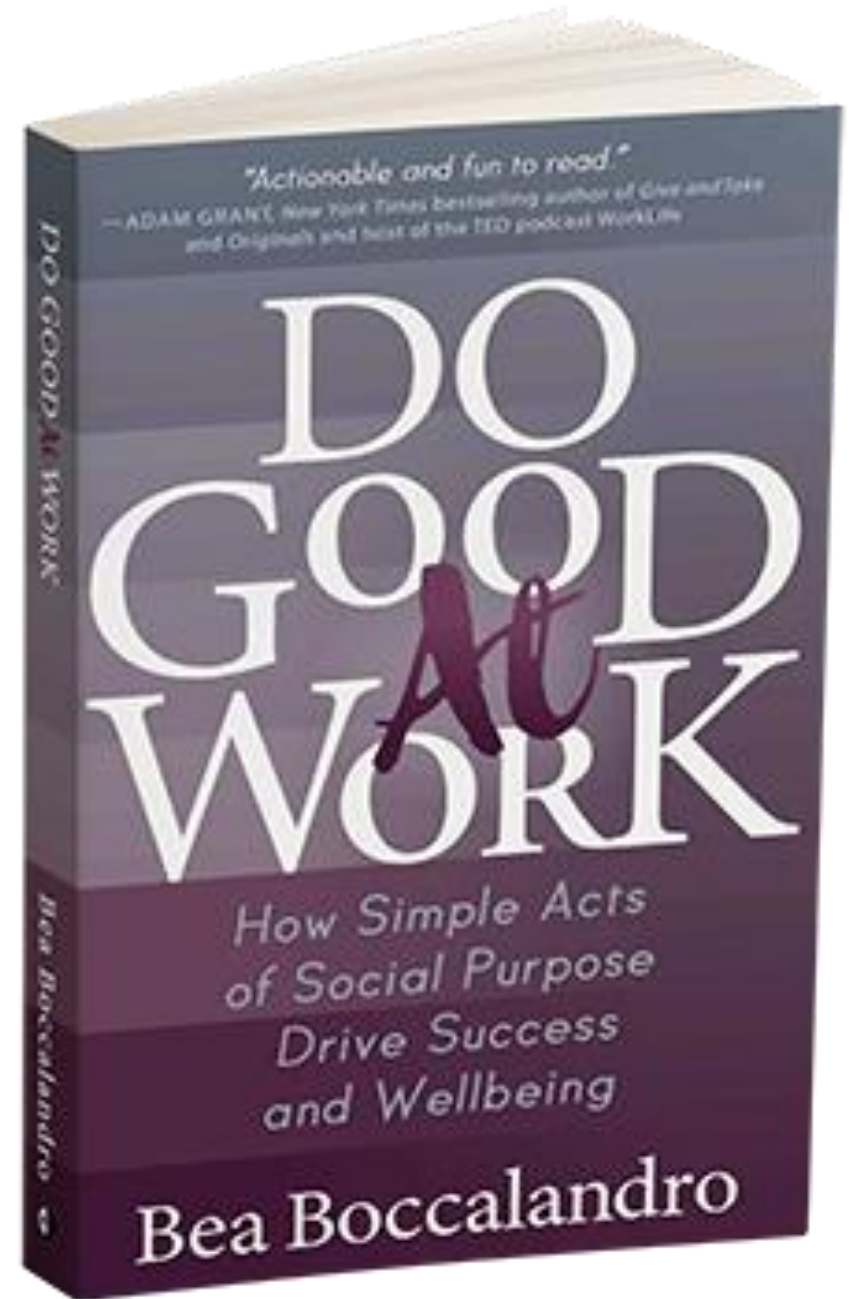
How to equip managers/supervisors to job purpose for their teams

- Educate them on the benefits of having their teams do good at work
- Provide them tools for using social purpose as a team-building or other professional development for their teams
- Give them charitable donation cards for them to give away to high performers
- Facilitate and cover the costs of their teams “adopting” a school, road or family
- Invite them to do something nice or helpful for coworkers
- Connect them to nonprofits who offer turnkey group opportunities

This multiplies the number of you's (CSR pro's)!

Drawing heavily from...

Learn more at www.DoGoodAtWork.com



Launch giveaway: Preorder and choose a gift!

Go to www.DoGoodAtWork.com
(or text DoGoodAtWork to 47177)

Deadline:
November 24



Attend book club with author

[Learn more](#)



Drink from mug with inspiring
book quote

[Learn more](#)



Task author to 6 minutes of beach
cleanup

[Learn more](#)



Revisiting our goal

80% of employees
make a meaningful contribution to a societal cause
(excluding monetary donations)
every week

