



LEADERSHIP AND EMPLOYEE ENGAGEMENT

Train the trainers

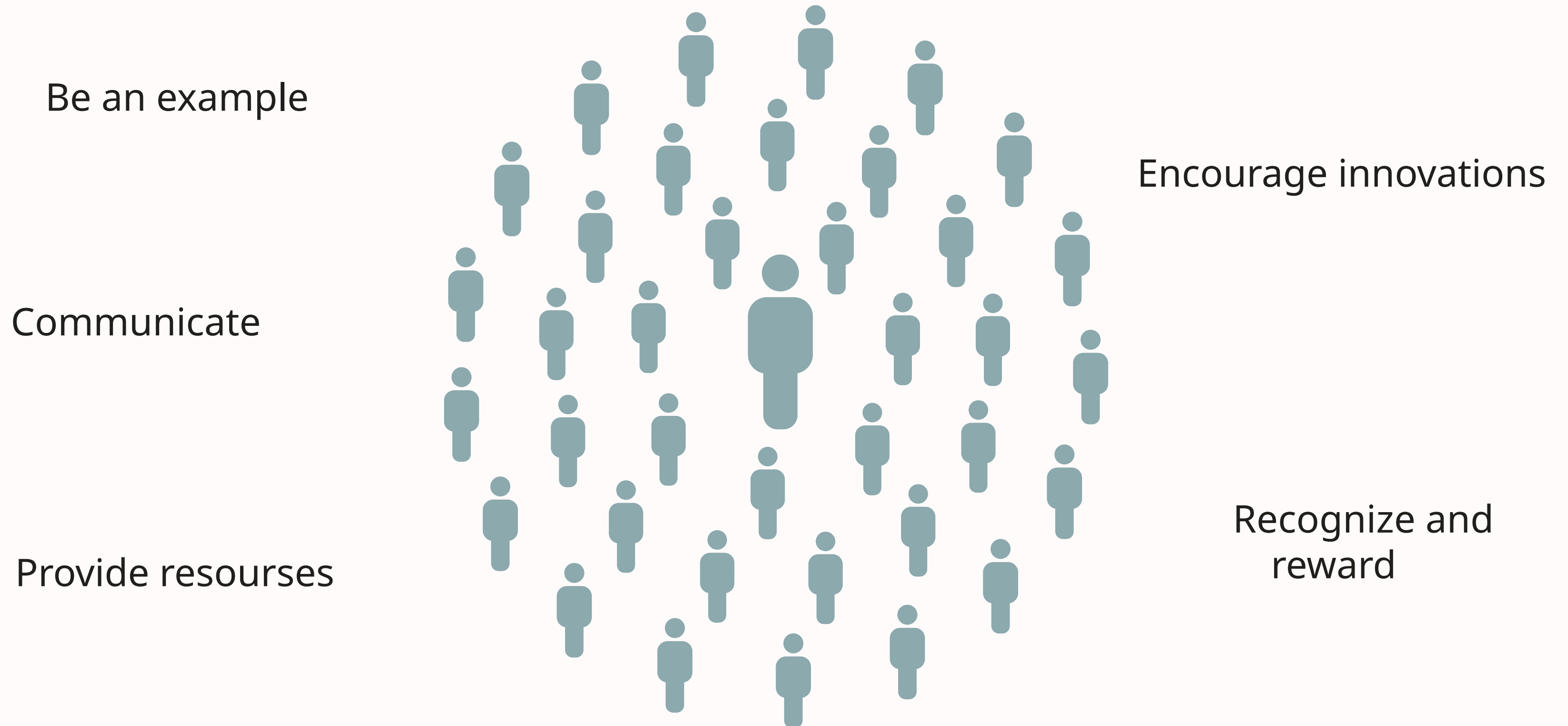
01. Leader's role
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Leader's role

Leaders can influence organizational culture in many ways :



Leader's role

It's crucial to embody the values and behaviours we wish to see in our employees. By consistently demonstrating a commitment to social responsibility through his actions and decisions, a leader sets a powerful example that motivates others to follow.



Leader's role

Leaders should clearly communicate the organization's social values and goals, illustrating how these align with the company's overall mission.



Leader in organization is responsible for:



Financial investments



Access to technology



Dedicated staff



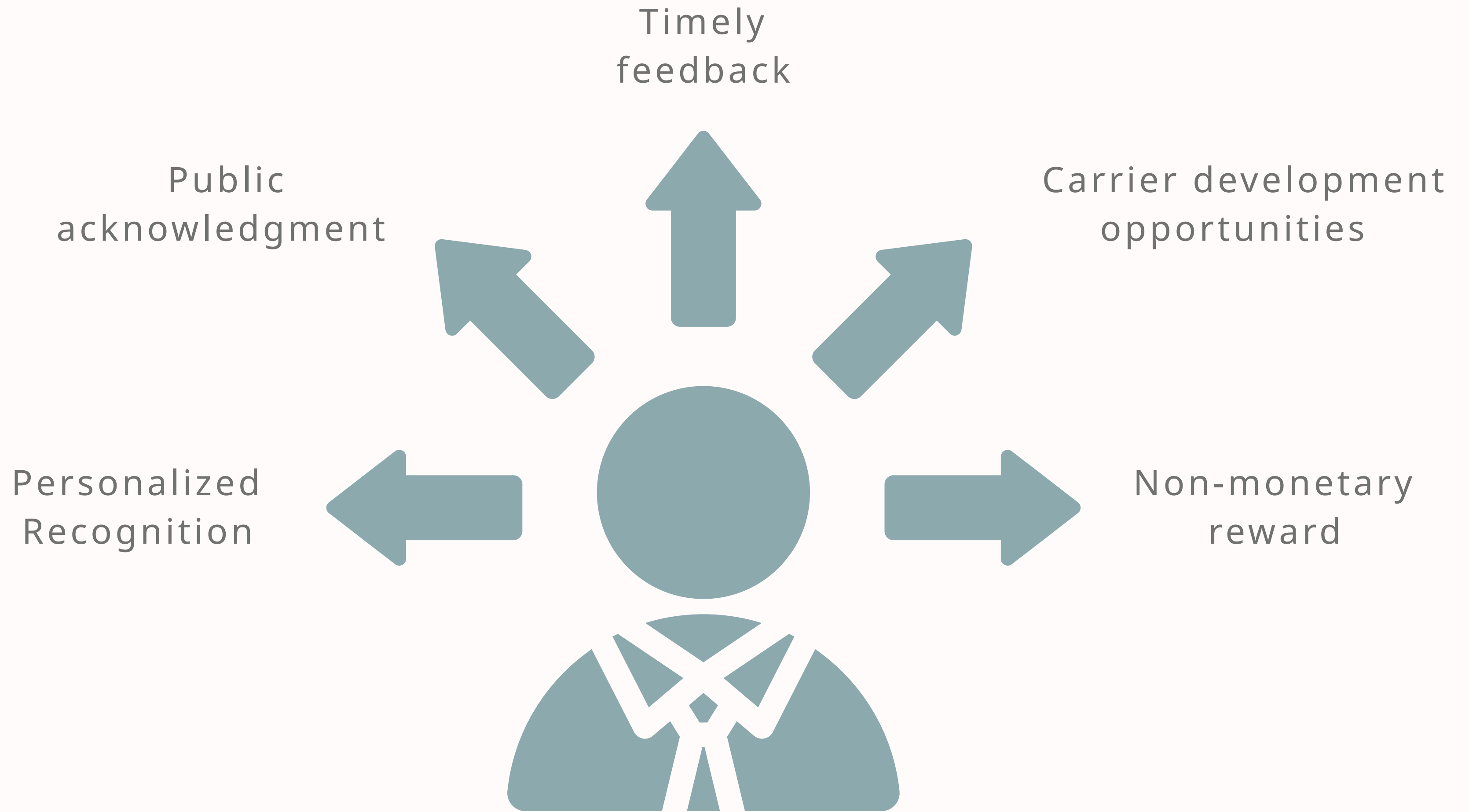
Resources



Partnership with external organizations



Leader and employee interaction:



Employee role:

Employees are essential for embracing, contributing to, and operationalizing social values within the organization's culture and practices.

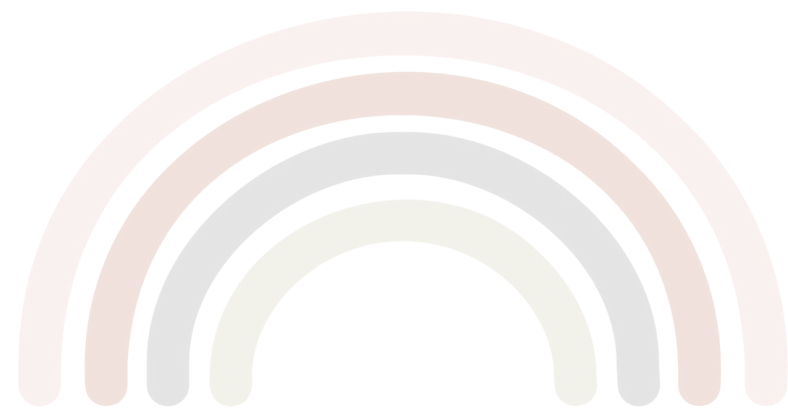


Employee is responsible for:

INTERNALIZING VALUES

Employees not only need to understand and acknowledge the organization's social values but also to fully integrate them into their beliefs, attitudes, and behaviours.

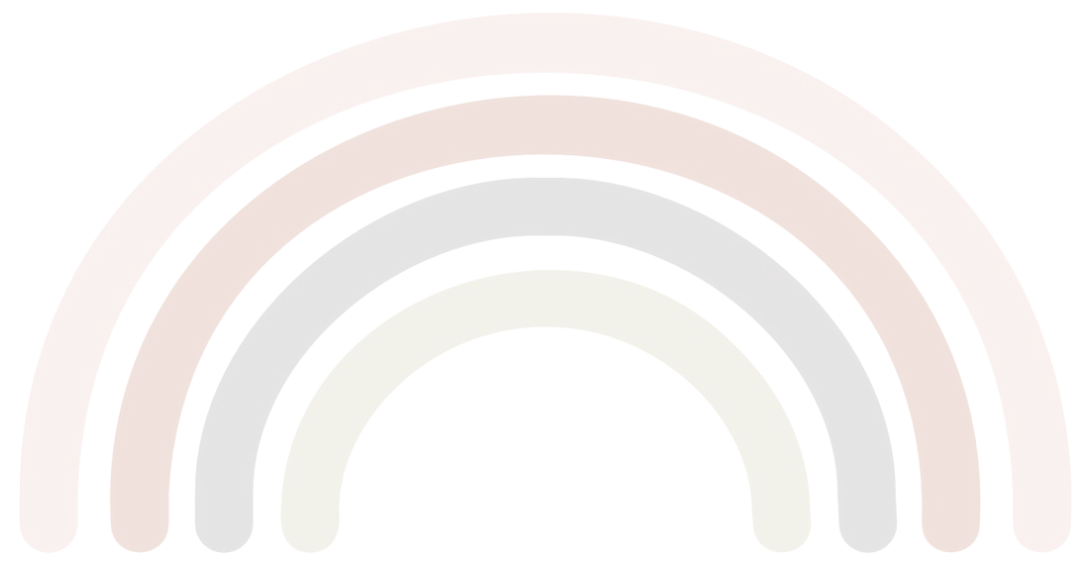
Employees should embrace these values as their own and actively apply them in their daily work activities, interactions, and decision-making processes.



Employee is responsible for:

CONTRIBUTING TO INITIATIVES

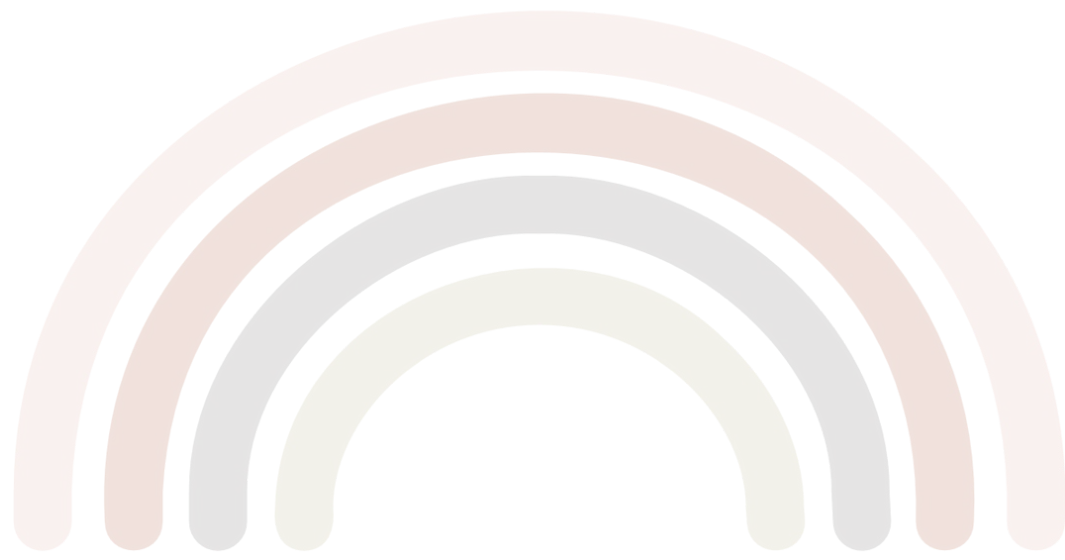
Employees actively contribute to social responsibility initiatives and programs, leveraging their skills, expertise, and creativity to advance the organization's social impact goals.



Employee is responsible for:

TRAINING AND DEVELOPMENT

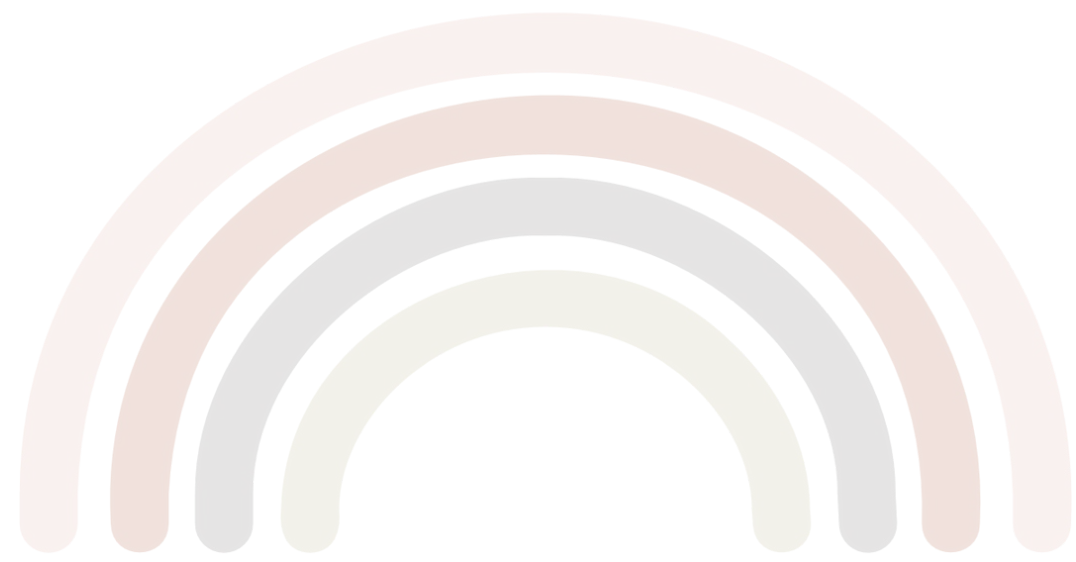
Participating in training and development opportunities related to social values and responsibility enhances employees' understanding, and capabilities and continuous growth in these areas.



Employee is responsible for:

POSITIVE WORK ENVIRONMENT

Employees could contribute to creating a positive work environment with mutual respect, empathy, and collaboration. Demonstrating supportive behaviours towards colleagues, fosters a sense of inclusivity and belonging for all.



Employee is responsible for:

SUPPORTING DIVERSITY AND INCLUSION

Employees who embrace diversity and inclusion initiatives within the organization, foster a culture where everyone feels valued, respected, and included. Active support initiatives promote social values which are the most important to the specific company.



Employee is responsible for:

BEING AMBASSADORS FOR SOCIAL VALUES

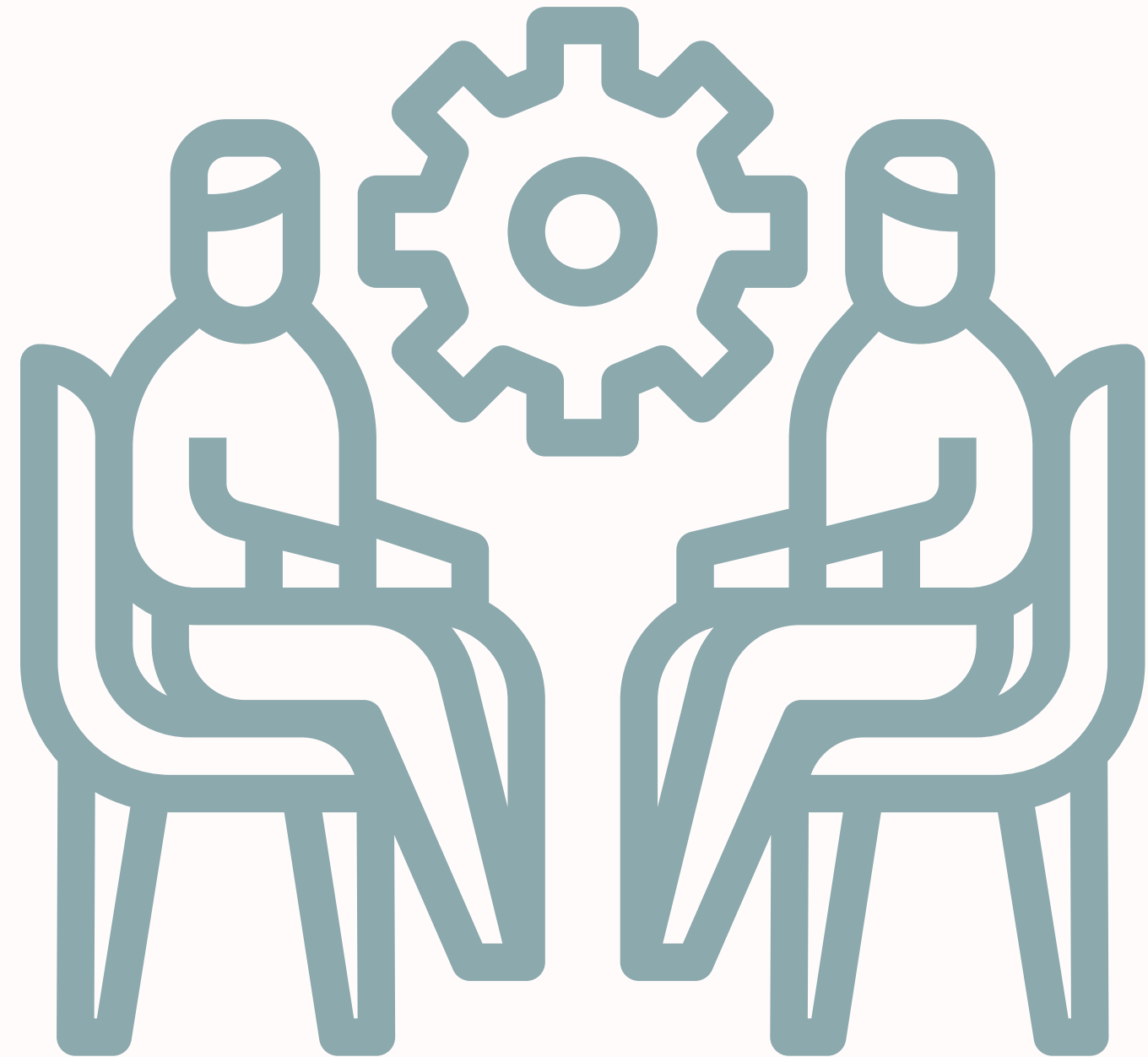
Employees acting as ambassadors for the organization's social values, represent them positively in interactions with clients, partners, and the wider community. They embody the organization's commitment to social responsibility and promote its reputation as a socially responsible entity.



LEADERS AND EMPLOYEES ARE RESPONSIBLE FOR:

co-creation of shared vision

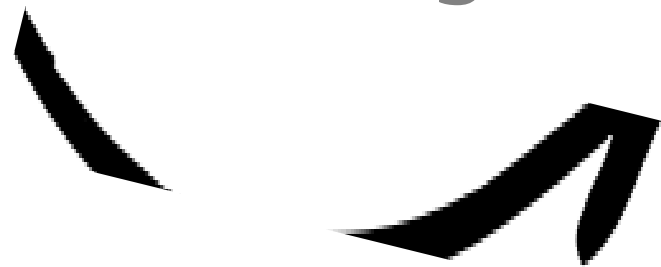
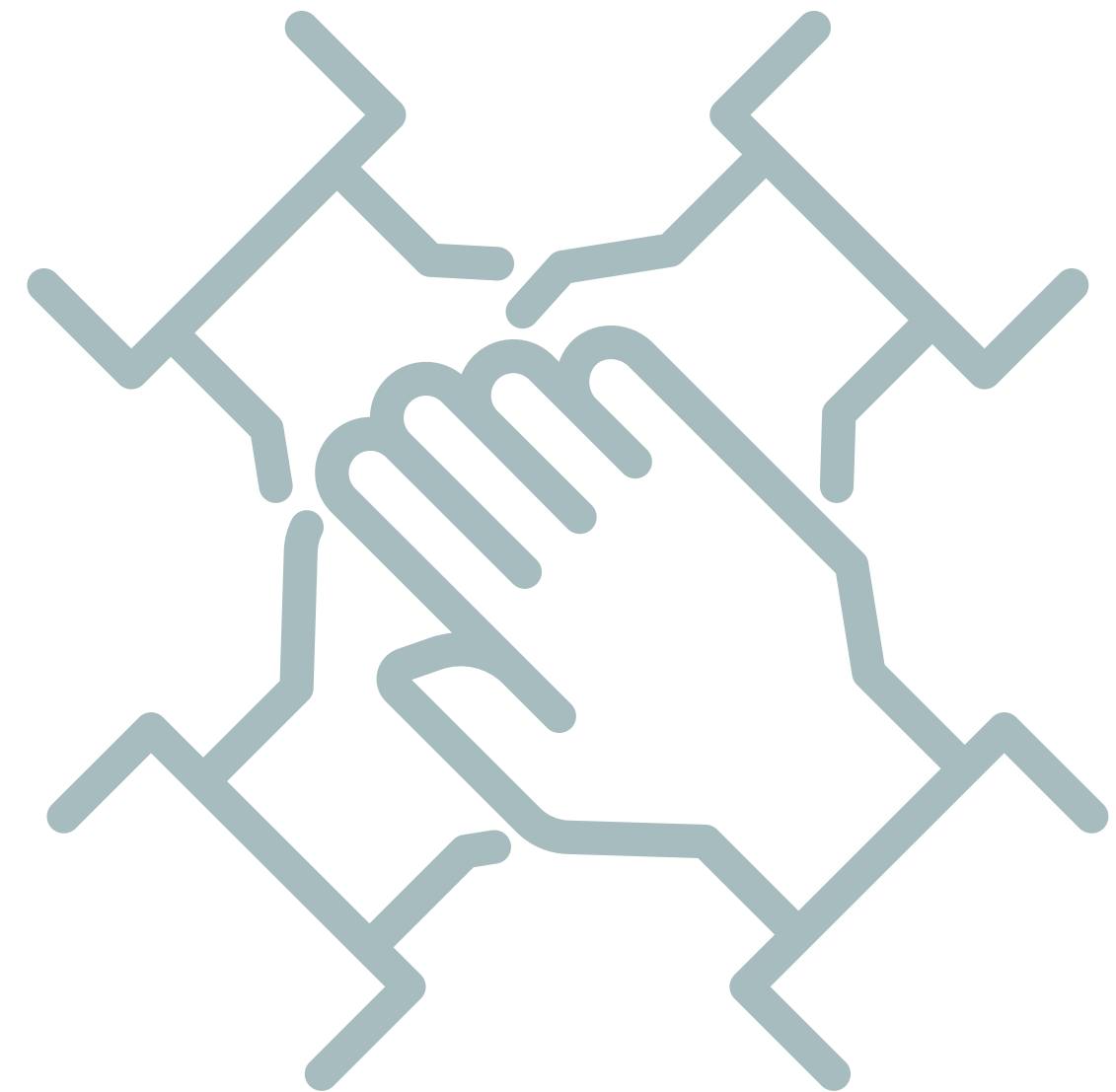
Leaders and employees can collaborate creating a shared vision that incorporates social values into the organization's mission and goals. By involving employees in this process, leaders ensure that the vision resonates with the entire company and reflects their collective aspirations for making a positive impact.



LEADER AND EMPLOYEES ARE RESPONSIBLE FOR:

Leaders and employees can work together to establish clear expectations regarding the social values of the organization. Through open dialogue and communication, they can define what it means to embody these values in daily work activities and interactions, ensuring alignment across all levels of the organization.

Establishing clear
expectations



LEADERS AND EMPLOYEES ARE RESPONSIBLE FOR:

Continuous feedback, appreciation events, incentive programs and other reward mechanisms contribute to the company's social values recognition. Employees by nominating their peers for such recognition not only strengthens the organization's commitment to social responsibility but also enhances employee engagement, satisfaction, and overall success.

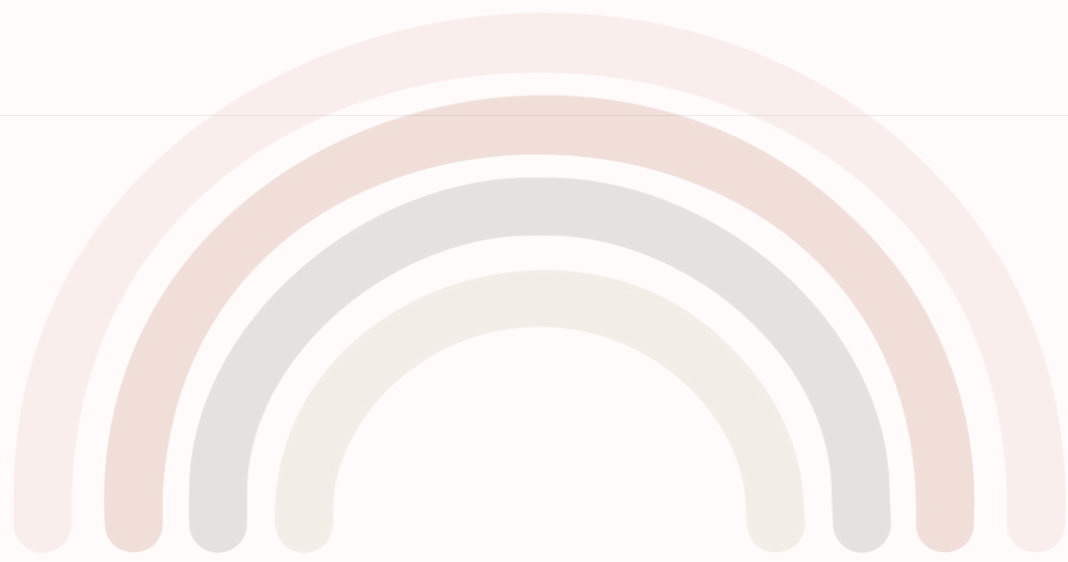
Recognition and
rewarding

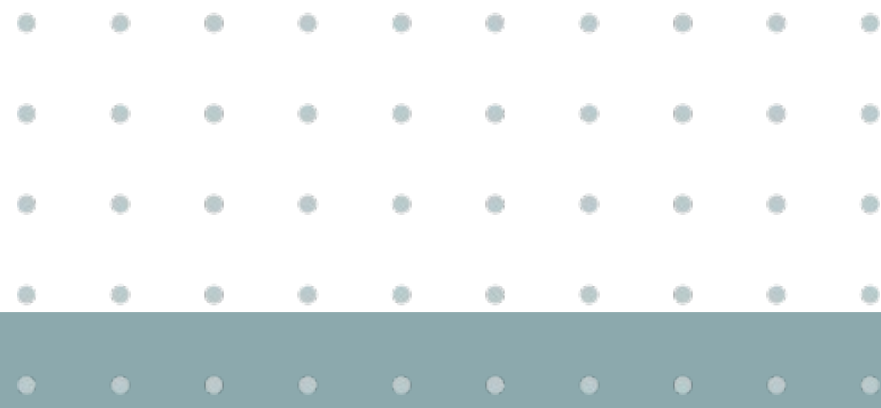


SUMMARY

By fostering collaboration between leaders and employees, organizations can create a culture where social values are deeply ingrained, shared, and lived by all members of the organization.

This collaborative approach not only strengthens the organization's culture, but also enhances employee engagement, satisfaction, and overall success.





THANK YOU