TODAY’S SPEAKERS

Susan Hunt Stephens
Founder and CEO, WeSpire
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Melissa Chelminiak
Director of Mission Engagement & Education, Aveda Corporation
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Malika Harrison
Community Engagement and Program Manager
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John Davies
Vice President & Senior Analyst
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Webcast Hashtag: #GrnBz
THE POWER OF POSITIVE ACTIONS

Employees are far more engaged when their work gives them an opportunity to make a positive difference in the world.¹

Intent to Action

Behavior Change: how to get people to care enough to take action?

• Become aware of unconscious assumptions that get in the way of taking action.

• Tap into the places people care about.
4 Quadrants of Engagement

1. **Behavior Change**: using tools-based levers delivering content at the right time to the right user

2. **Culture**: targeted values based work, storytelling, belief systems, etc. with messaging = purpose

3. **Technology**: applying systems and platform infrastructure to make systemic impact

4. **Emotional/Affective/Experiential**: affecting how do people feel and relate at that unconscious level

"Real engagement unleashes our potential and leverages our innate need to experience ourselves as creative beings."

**Quadrants & Quote Source**: Renee Lertzman, PhD
http://reneelertzman.com
The Science of Behavior

Behavioral science and the power of social and game mechanics create an interactive platform that encourages employee motivation, collaboration, and communication.

Employee Engagement Goal: Volunteering

1. Employee loves dogs
2. Employee sees others who volunteer at animal shelters
3. Employee receives email of local opportunity
4. Employee logs four hours of volunteering
A Proven Methodology

Run behavior-based engagement programs

Measure impact on outcomes data

Drives Positive business impact

Use data to create better programs targeted more intelligently
Customer Spotlight: Sony Electronics

Motivation for Using WeSpire

• **Engage employees** in Sony Group’s Corporate wide Environmental Vision
• **Scale** offline programs & initiatives to reach more employees
• **Track & measure** program participation & impact

6 months after launching their Green Workspace Certification project using WeSpire, Sony Electronics saved $84 per participating employee.

**DIRECT COST SAVINGS: $11,000+**
**PER USER SAVINGS: $84**

- Reusable Cup Reduction: $2,300
- Trashcan Liner Reduction: $2,305
- Print Reduction: $2,680
- Enable PC Power Management: $416
- Reusable Plates, Silverware & Napkins Reduction: $2,620
- Paper Towel Reduction: $829
Customer Spotlight: **MGM Resorts International**

**TOTAL SAVINGS PER USER: $600+**

- Emissions: 2,673 lbs
- Energy: 3,612 kWh
- Water: 185 gal
- Fuel: 4,119 gal
- Waste: 71 lbs

$600+ saved per employee in one year

18,000+ employees participating, **30%** of their total workforce, and still growing

3.4% increase in employee opinion score from 2013-2014, directly correlated to MGM’s WeSpire iteration, “My Green Advantage”
Customer Spotlight: eBay

eBay’s 2013 Social Innovation Report showcased their first two months of impacts from their WeSpire iteration, “Little Bits of Good”:

Registered Users: 3,773
>10% of our workforce

Actions Completed: 71,311

THE LITTLE BITS OF GOOD PLATFORM LAUNCHED IN NOVEMBER 2013. IN JUST THE LAST 2 MONTHS OF THE YEAR, EMPLOYEES SAVED...

- 1,483,381 kWh Energy
  - Enough energy to power all of NYC for 14 minutes

- 69M sheets of Paper
  - Approximately 845 trees

- 292,563 gallons of Water
  - Enough water to fill 10,449 bathtubs

- 1,953,399 pounds of CO₂
  - Equivalent to removing 115 cars from the road for a year

POPULAR ACTIONS TAKEN BY EMPLOYEES

- Unplug cell phone charger when not using it
- Recycle something at work
- Donate items to a local shelter or charity
- Contribute to a fundraiser or event hosted by a GIVE team

TOP 5 MOST ACTIVE TEAMS

- California
- Arizona
- Florida
- Ireland
- Malaysia
With the only configurable library consisting of hundreds of action-based programs backed by applied behavioral science, WeSpire enables individuals and entire organizations to create brand value for customers, shareholders and employees alike.
Framework for the Journey

Target Population

Small
- Short duration experiences
- Green Teams Workshops/Seminars
- Key change initiatives
- Long duration, transformative experiences

Large
- Volunteer Days
- Storytelling
- Digital Programs: personal focus
- Skill-based volunteering
- Digital Program: role based focus
- Embedded in culture
- Short duration experiences
- Program Maturity

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Additional Resources

1. WeSpire’s *Employee Engagement Network Effect*
   
   *(Originally presented at GreenBiz Forum 2015)*
   
   
   - Presentation slides: [http://www.slideshare.net/WeSpire/the-network-effect-of-employee-engagement](http://www.slideshare.net/WeSpire/the-network-effect-of-employee-engagement)

2. WeSpire’s New Research Report: “*The Evolution of Employee Engagement*”  Published June 2015
   