

TODAY'S SPEAKERS

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Director of Mission Engagement & Education, Aveda
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Webcast Hashtag: [#GrnBz](#)

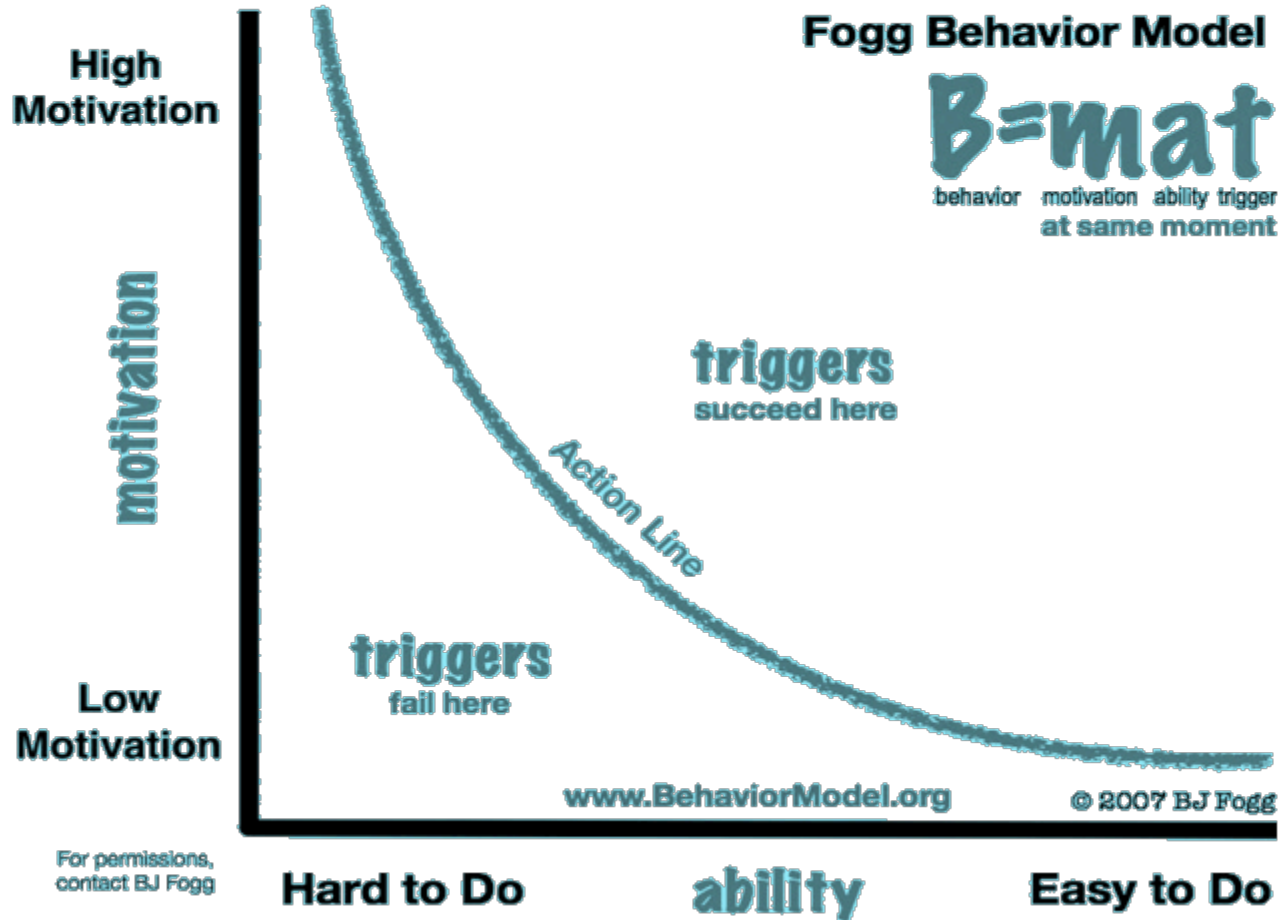
THE POWER OF POSITIVE ACTIONS

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



1. Aon Hewitt's "2014 Trends in Global Employee Engagement" (*Wall Street Journal*, April 30, 2014)

Fogg Behavior Design Model



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 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



A Proven Methodology



Customer Spotlight: **Sony Electronics**

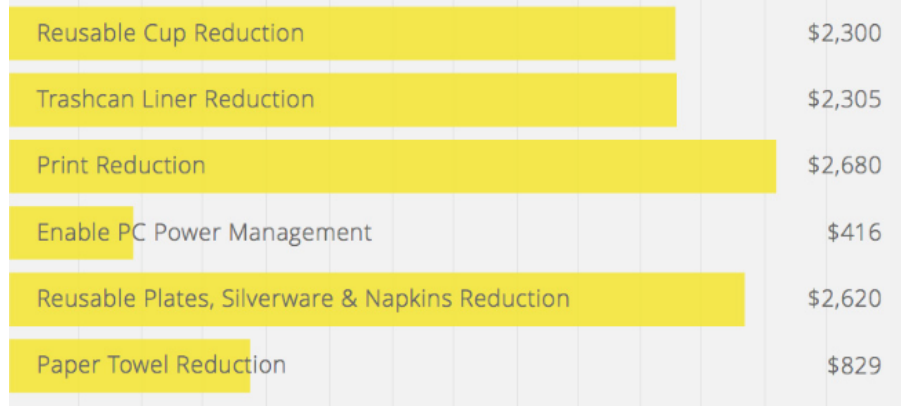
Motivation for Using WeSpire

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

SONY

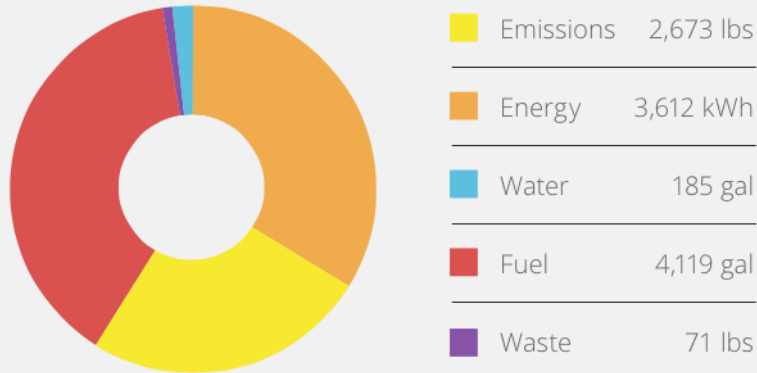
6 months after launching their Green Workspace Certification project using WeSpire, Sony Electronics saved **\$84** per participating employee.

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



Customer Spotlight: **MGM Resorts International**

TOTAL SAVINGS PER USER: \$600+



\$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":

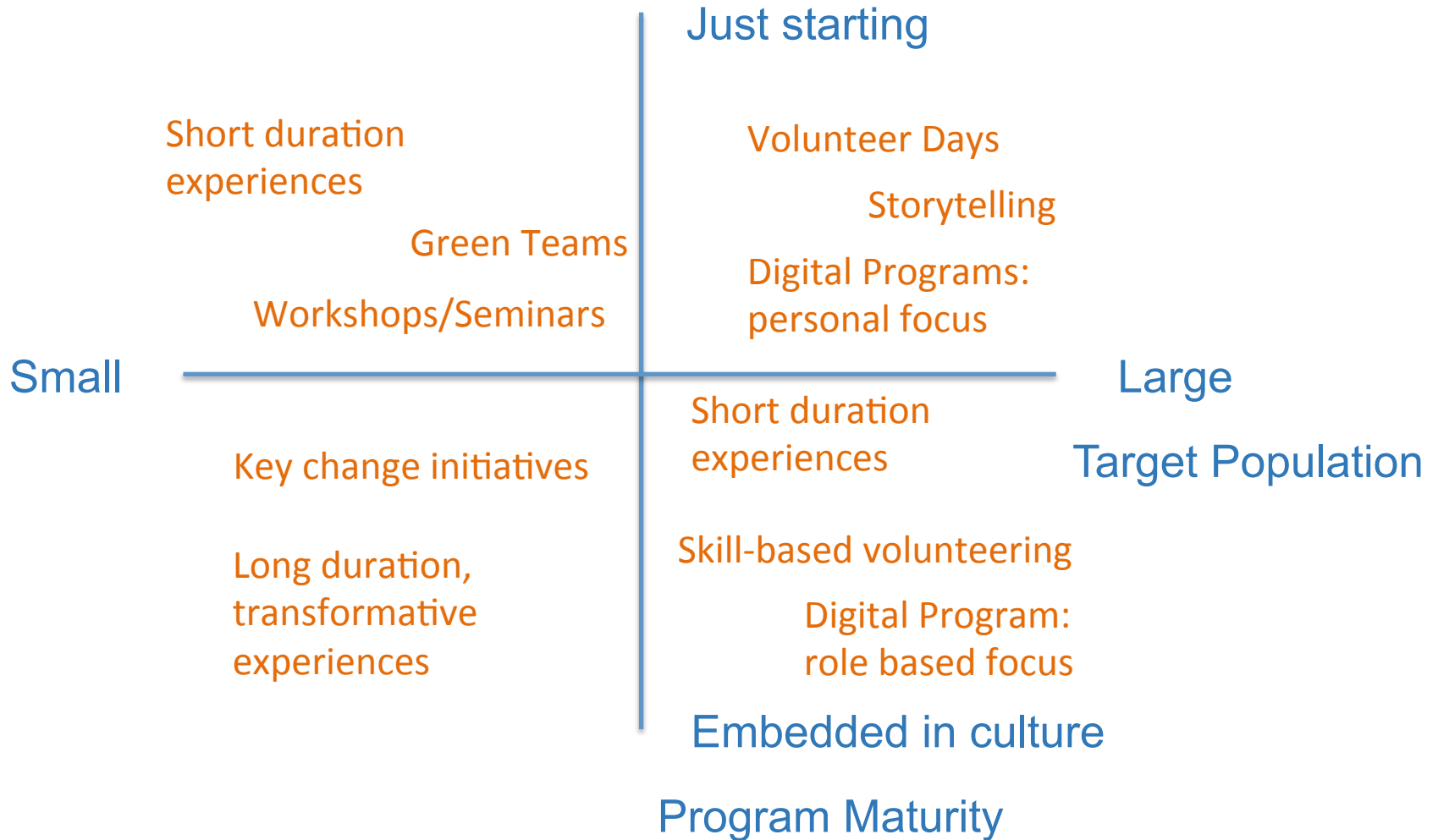




With the only **configurable library** consisting of hundreds of **action-based programs** backed by applied behavioral science, WeSpire enables individuals and entire organizations to **create brand value** for customers, shareholders and employees alike.



Framework for the Journey



Additional Resources

1. WeSpire's *Employee Engagement Network Effect*

(Originally presented at GreenBiz Forum 2015)

- Recorded Presentation:
<http://www.greenbiz.com/video/susan-hunt-stevens-employee-engagement-network-effect>
- Presentation slides:
<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