



HR Conference

Elevating the Employee Experience

Session 2: Elevating Employees: Happy Employees Just Don't Leave Their Companies



Presented by:
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Elevating the Employee Experience

Happy Employees Don't Leave Their Companies



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Caitlyn Doyle, Attorney at Husch Blackwell

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Employees that feel integral to and believe in their Company's culture and mission are more likely to stay and promote the Company independently.



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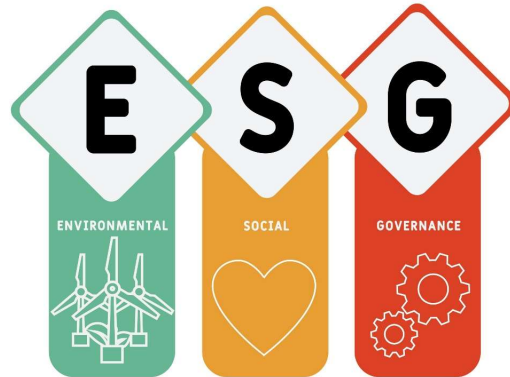
How management decides to motivate employees



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Agenda

- What is ESG and why does it matter?
- ESG as a Retention Strategy
- ESG Goals and Initiatives to Increase Efficiency
- Legal Stories of ESG Gone Right and Gone Wrong



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What Is ESG?



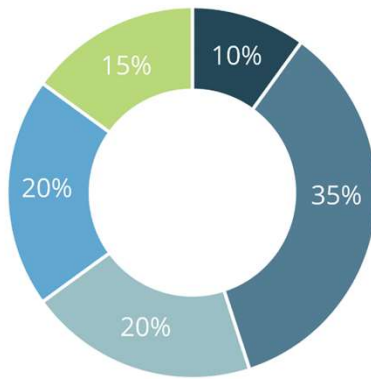
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ESG Award - Example



GOVERNANCE

- Oversight
- Governance Principles
- Risk Management

LEADERSHIP & REPUTATION

- Legal compliance and ethical track record
- Ethical reputation the marketplace
- Awards and accolades garnered
- Examples of leadership locally, nationally, and globally

CULTURE OF ETHICS

- Efforts to establish ethical tone from top to middle
- Frequency with which culture is elevated
- Methods and outcomes

ETHICS & COMPLIANCE PROGRAM

- Program structure, responsibility, and resources
- Program oversight and tone at the top
- Written standards, training, and communication
- Detection, monitoring, auditing, and risk assessments
- Enforcement and discipline

ENVIRONMENTAL & SOCIETAL IMPACT

- Sustainability, citizenship and social responsibility
- Environment stewardship
- Community Involvement
- Corporate Involvement
- Corporate Philanthropy
- Workplace Impact and well-being
- Supply chain engagement and oversight

The Evaluation Framework, Ethisphere, available at www.worldsmoetheticalcompanies.com/methodology/

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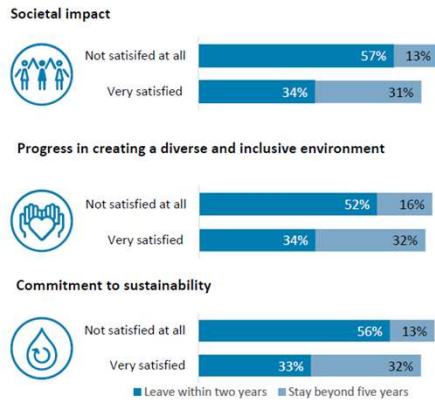
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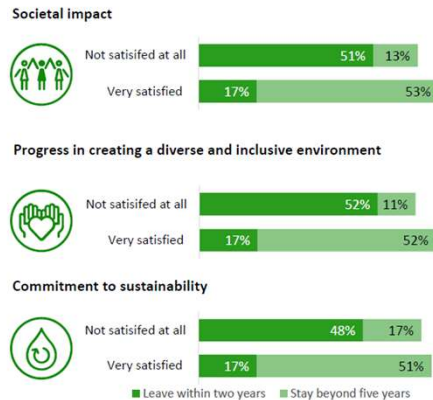
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ESG as a Retention Strategy

Gen Zs' satisfaction on the following efforts of their organization and its impact on their loyalty



Millennials' satisfaction on the following efforts of their organization and its impact on their loyalty



Striving for Balance, Advocating for Change, Deloitte Global 2022 Gen Z & Millennial Survey (2022).

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ESG as a Retention Strategy

Exhibit 1: Average ESG and pillar scores of top employers by employee satisfaction and average employers

0-10 scale, 2019



ESG as a Workforce Strategy: Part 1: Overview and Results, MSCI, Marsh & McLennan Advantage Insights Analysis (2020).

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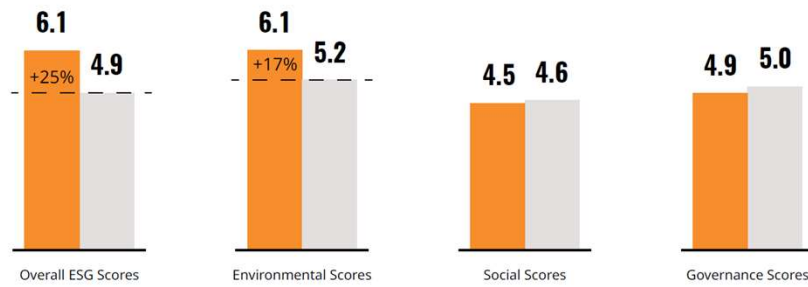


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ESG as a Retention Strategy

Exhibit 2: Average ESG and pillar scores of top employers among young talent and average employers

0-10 scale, 2019



● Top employers by attractiveness to students and young professionals ● Global average employers

ESG as a Workforce Strategy: Part 1: Overview and Results, MSCI, Marsh & McLennan Advantage Insights Analysis (2020).

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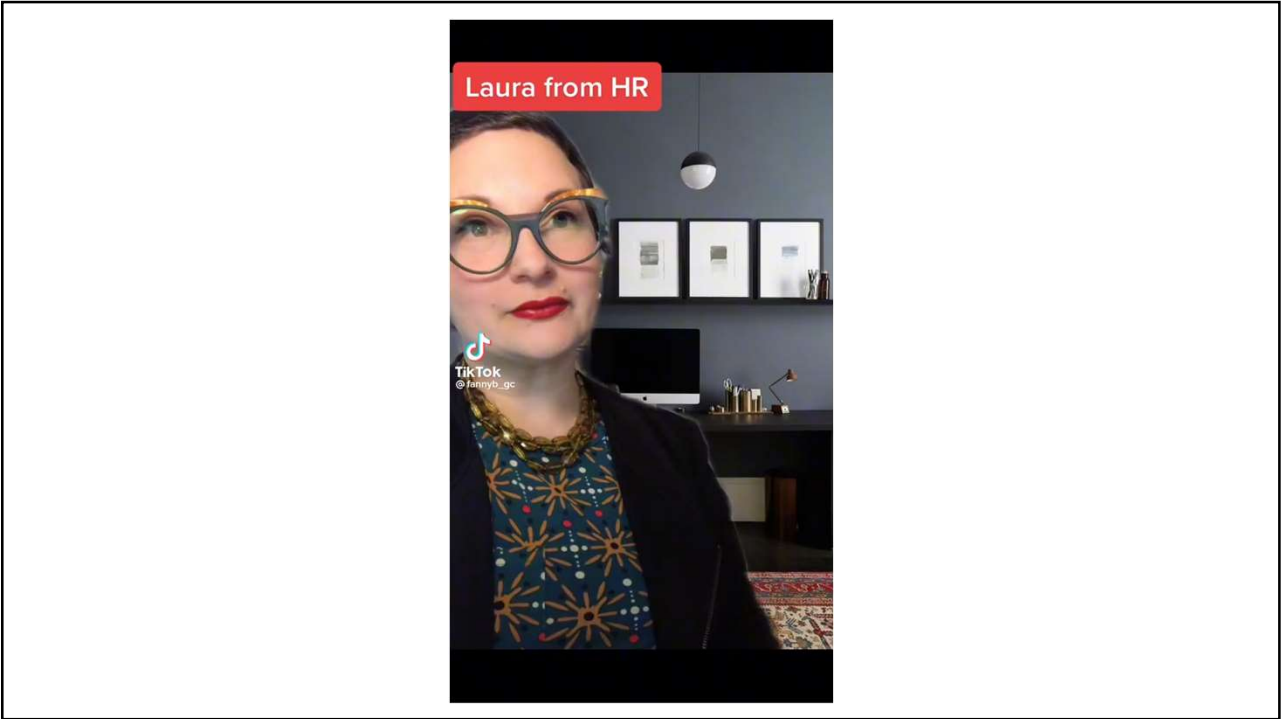
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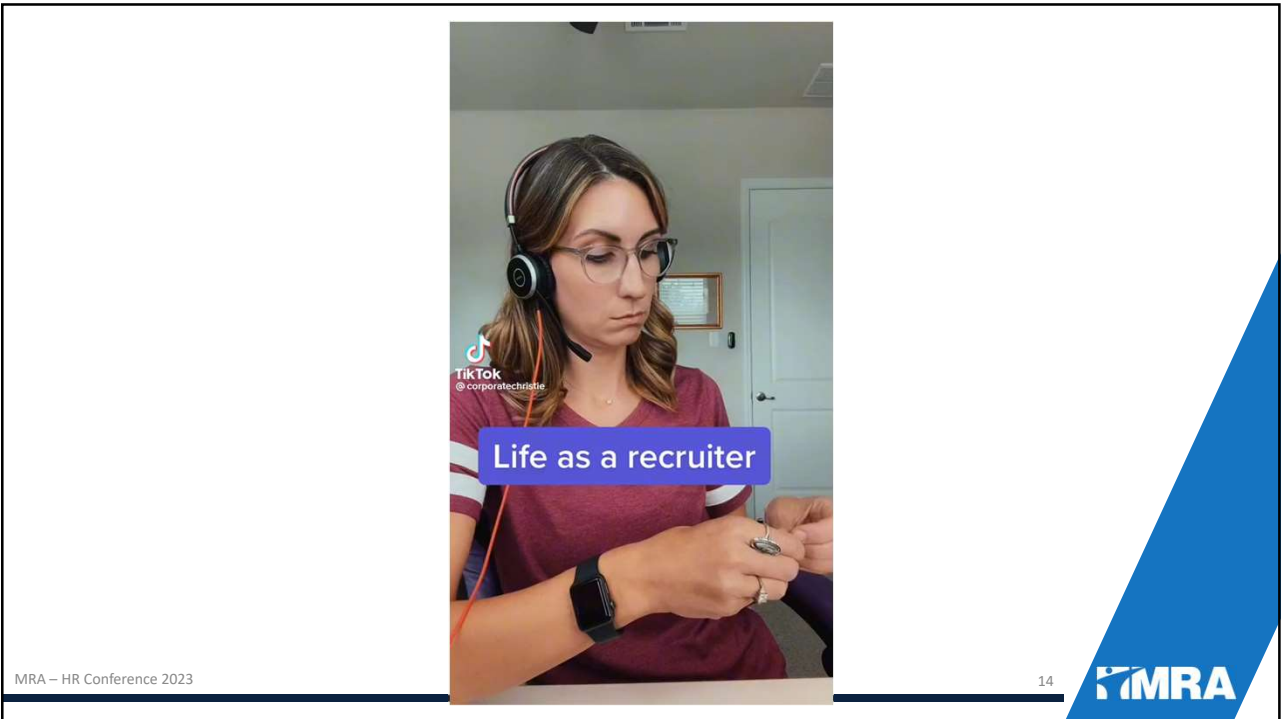
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Setting Efficient ESG Goals and Initiatives

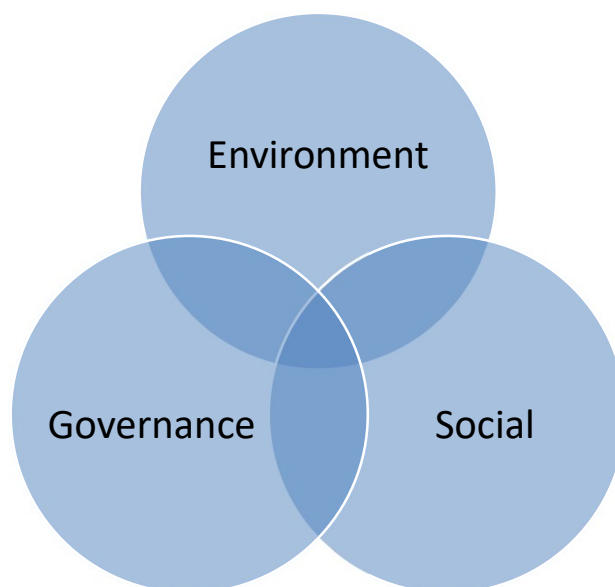


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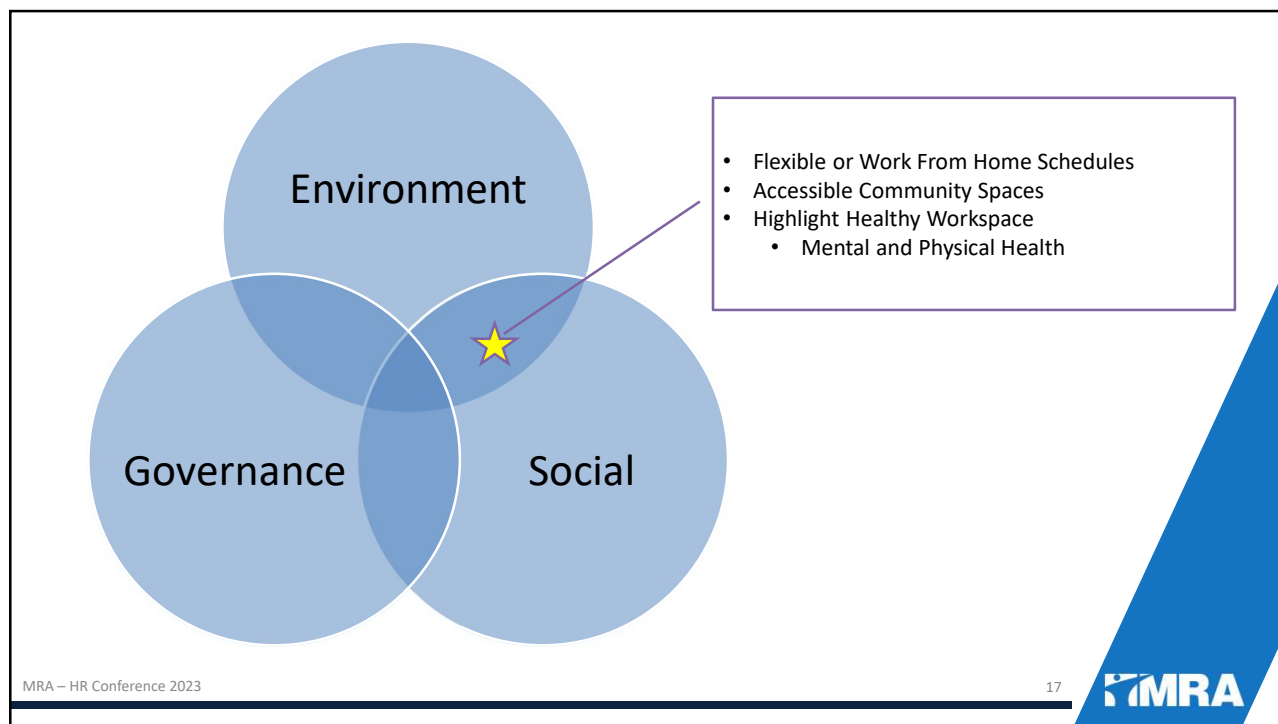


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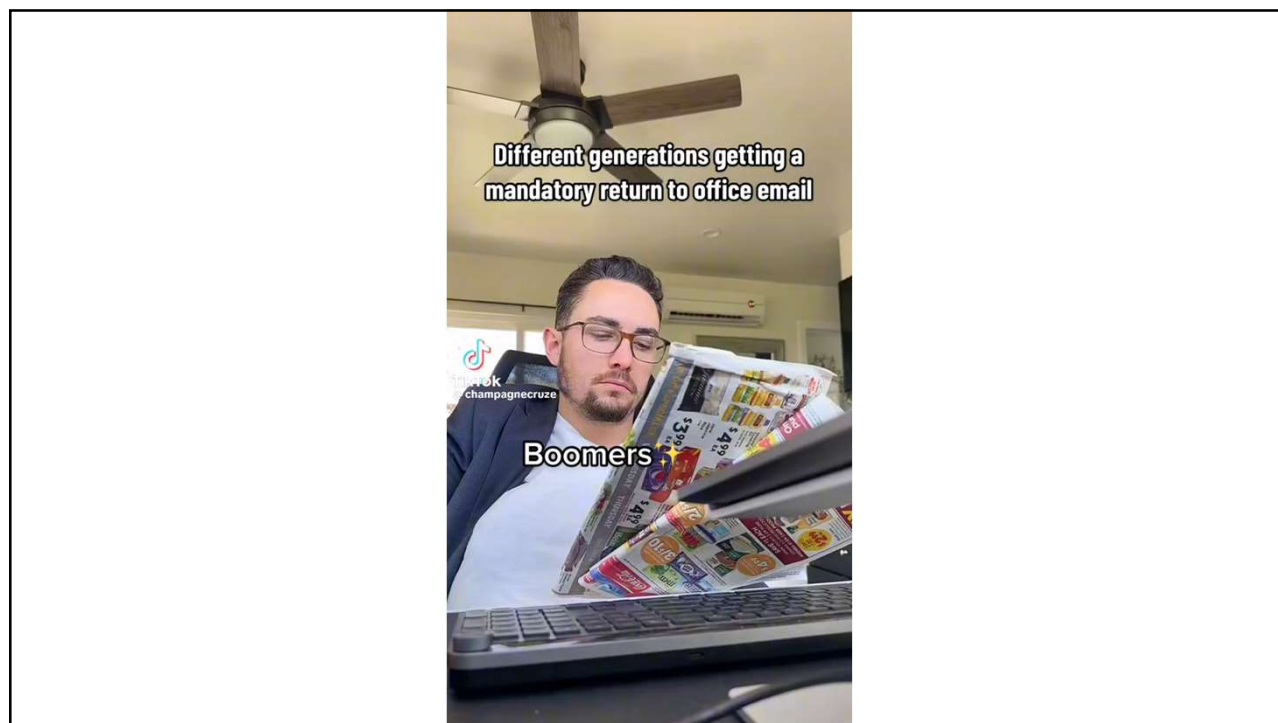
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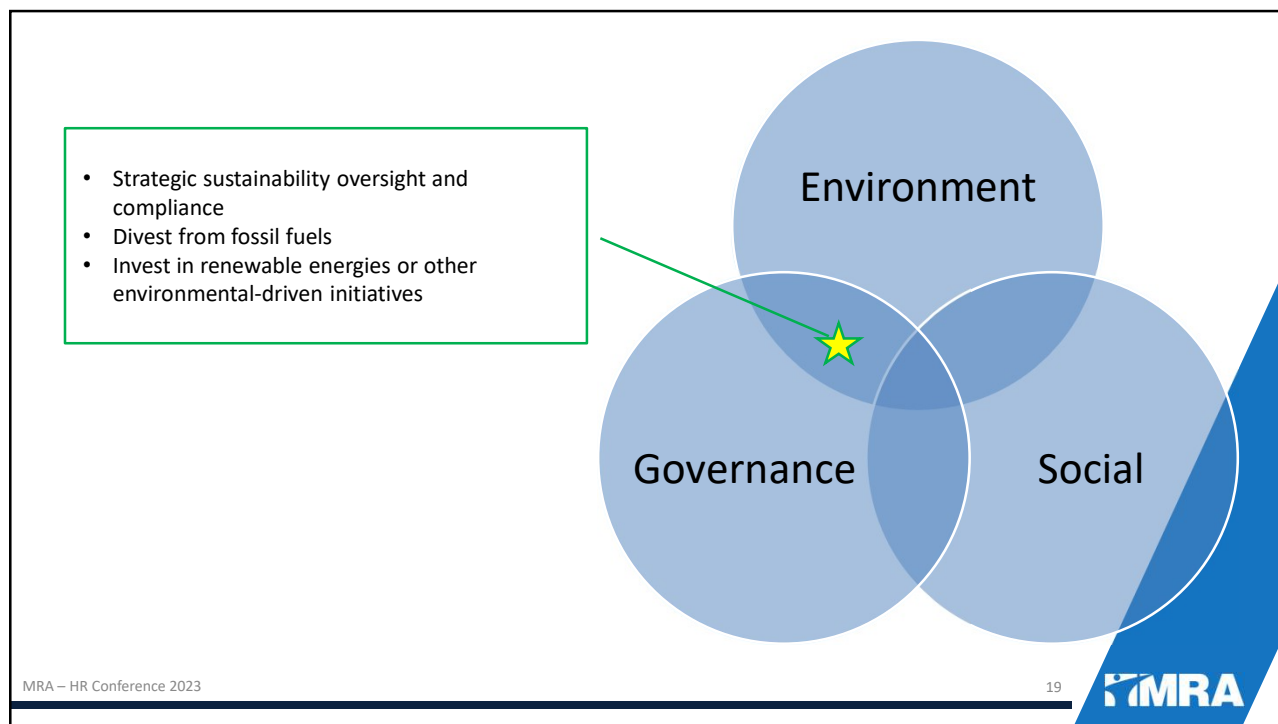
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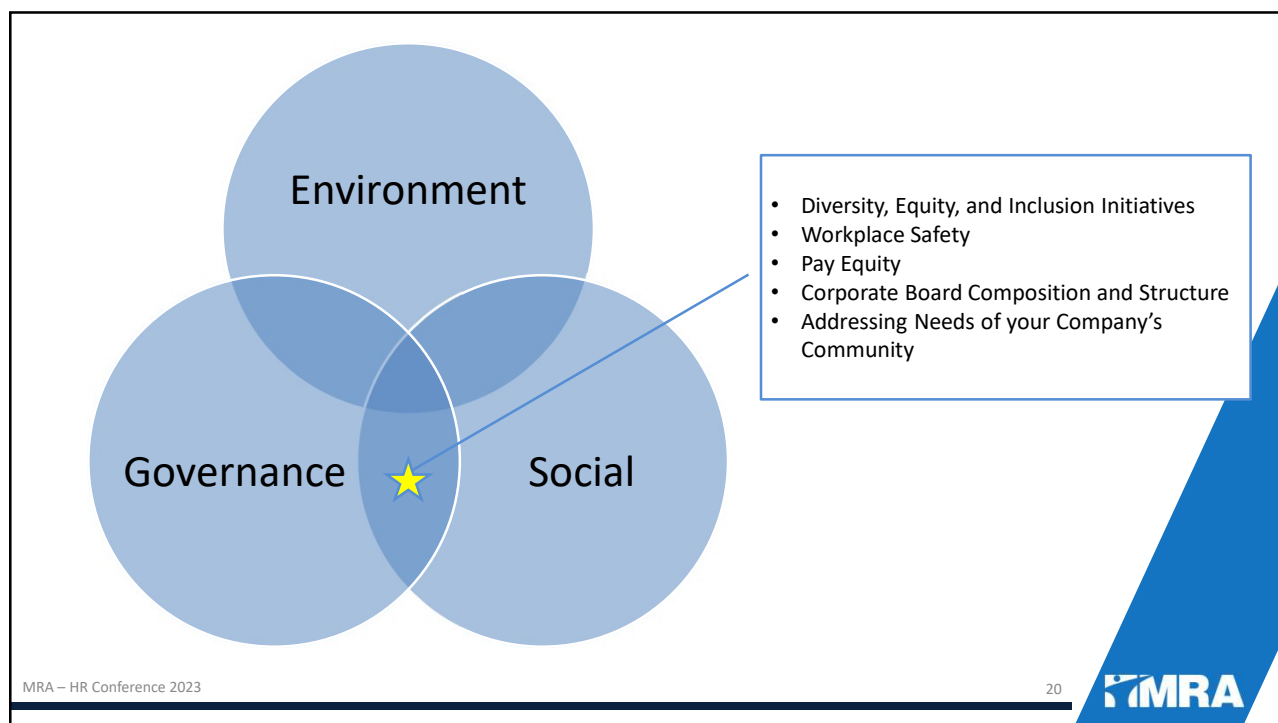
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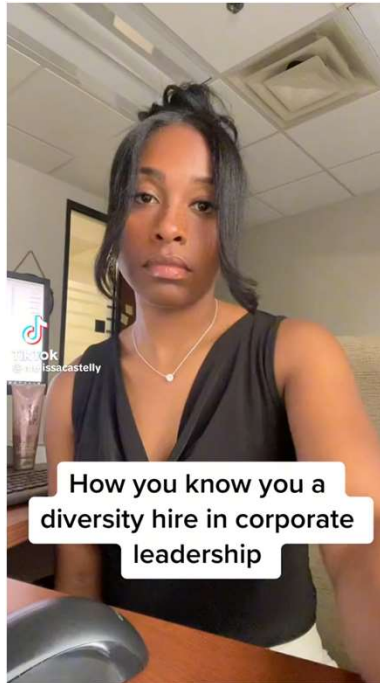
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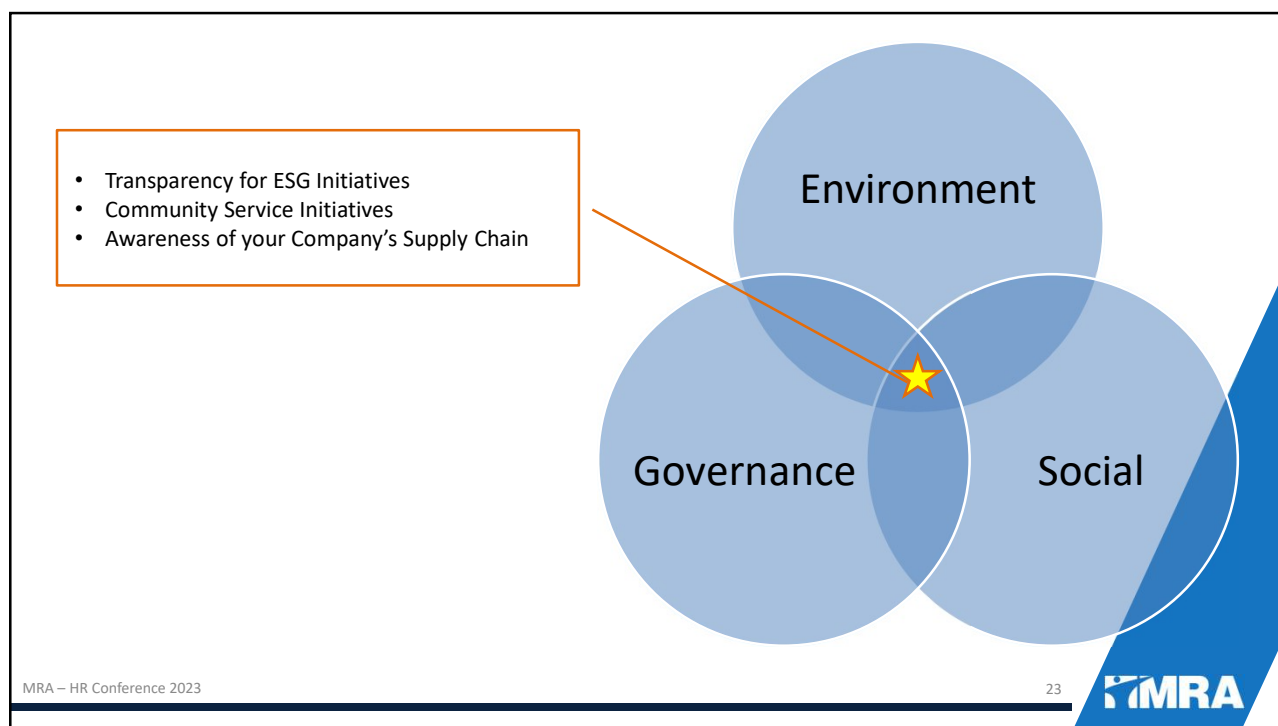
How you know you a
diversity hire in corporate
leadership

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How To Celebrate
Diversity In
The Workplace

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ESG Initiatives are Not One-Size Fits All

- Engage the Executive Team, your employees, outside consultants, and even legal counsel to determine what your Company's initiatives should be.
- Have an ESG Framework mentality. Small steps are still steps.
- What works for some, will not work for all.



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Take Aways



- Turn your employees into your company's biggest fans – talent knows talent
- Celebrate the good
- ESG as a business strategy can increase talent attraction and retention

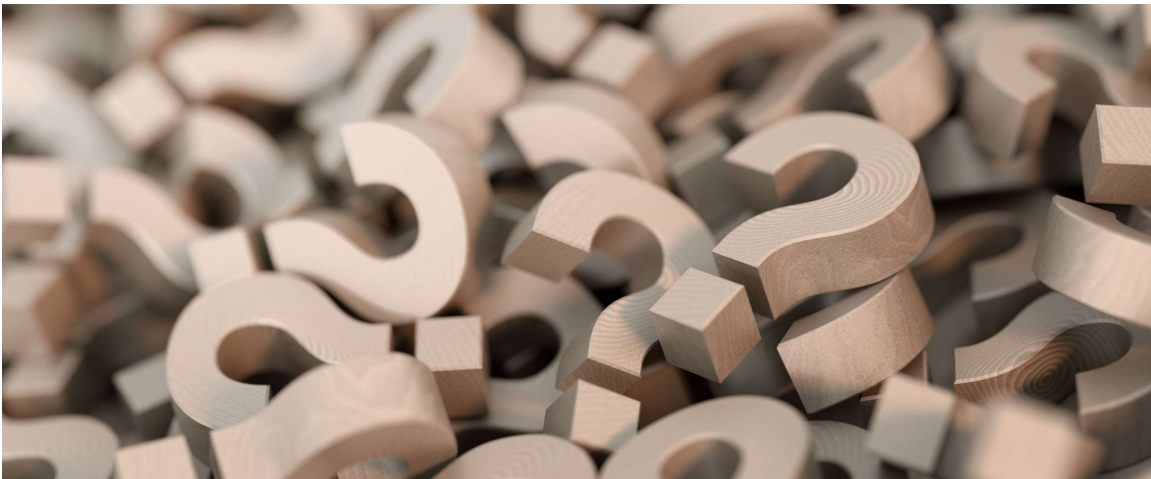
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Questions?



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More Questions? Contact Us!

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