



MAGNIFY

SPARK: EMPLOYEE ENGAGEMENT SESSION

Strengthen your workforce through your company's social impact strategy.

When companies enlist their employees to propel purpose and transform communities together – loyalty increases dramatically, productivity heightens, tenure lengthens, and positive word of mouth skyrockets.

Recent studies show that only 33% of the U.S. workforce is “fulfilled” and experience a sense of meaning in their work. Fulfilled employees drive productivity and loyalty and are more likely to rise to senior level roles, become net promoters of their organizations, remain longer, and build strong relationships with their colleagues.

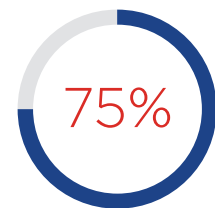
The good news? You can strengthen the environment for employee fulfillment by engaging your employees in a powerful way: through your company's social responsibility program.

The face of the workforce is changing.

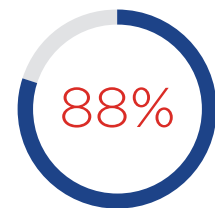
In today's connected and interdependent world, Millennial and Gen Z employees require constant digital communication, demand flexibility, require authenticity from marketing and brands, and insist that their employers take part in solving the world's most pressing problems.

Source: 2019 Workforce Imperative Purpose Survey

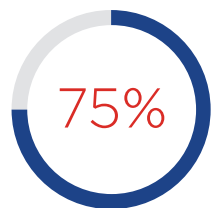
MILLENNIALS NOW DOMINATE THE WORKFORCE



of the global workforce will be Millennials (born 1981 - 1996) by 2025.



believe that employers should play a vital role in alleviating global issues.



are willing to accept less pay to work for a values-driven company.

Source: Deloitte Global Millennial Survey 2019



About Spark

We bring together ambassador groups of 30 - 100 employees (selected influencers, department leaders, employee resource groups) for a 2-hour fast-paced interactive workshop. Our goal is to solicit feedback from employees to drive engagement and set your company culture ablaze.

ALIGN

and educate the team about your company's purpose and a common vision for social impact.

IDENTIFY

specific ways to apply their personal interests and skills to making a deeper impact.

INVITE

them to become champions, improving participation across all teams and company sites.

Your Spark Action Plan

Following the session, we will deliver a **Spark Action Plan**, synthesizing feedback from employees with a set of actionable recommendations to improve employee engagement using existing resources.

Above all, we will deliver clarity for your company on what your employees want and how they will participate in making your social impact vision a reality.

About MAGNIFY

Magnify works with companies to develop social responsibility strategies and tactics so that your stakeholders (customers, employees, suppliers, and more) will become your greatest advocates.

For more information, visit: magnify-impact.com.

“*Magnify helped our team extract critical data about how our team members want to galvanize our community impact. We now have volunteer involvement from every corner of the credit union. We know through comments from our new hires and our employee engagement survey that this is an important part of helping our employees feel their jobs with our credit union are important.*”

— Stacy Armijo

Chief Experience Officer, Amplify Credit Union

