

Book Discussion: Do Good At Work- Bea Boccalandro

Questions for consideration:

1. Bea Boccalandro says that *“doing good work at work is how we get beyond bringing only a fractured version of ourselves to work. Infusing our work with social purpose is nothing less than a path to restoring the whole of we are”*. How does your company’s corporate citizenship programming help employees bring their whole selves to work?
2. Social Purpose is in the eyes of the beholder or, rather, in the heart of the beholder. Based on the evidence Bea provides, we define our own social purpose. How do we balance giving employees freedom of choice while still ensuring the companies social impact goals are being met?
3. Most companies have introduced the concept of “acts of kindness”, job purposing is similar- making a meaningful contribution to others or a societal cause as part of the work experience. Often these small impacts may go unnoticed but provide employees with a sense of purpose. Do we have room for that in a strategy moving forward? How do we support and measure it and does it matter if it is?
4. Does job purposing have to come down to employees as a company policy from the C-suite? As a Corporate Citizenship professional, what ways can you embed this in the company culture?

Notes:

- If our daily labour meaningfully contributed to others or to societal cause, what is known as “social purpose” the world would certainly be more just, kind, and pristine. Some jobs inherently promote social purpose (ex. CSR) . What about jobs that don’t intrinsically contribute to societal causes?
- redefine narrative around voluntary action to improve the common good vs. volunteering
- Thousands of generations of ancestors bestowed on us an instinctual longing, innate ability and great joy in performing work that has social purpose.
- Doing good work at work is how we get beyond bringing only a fractured version of ourselves to work.
- A systematic review of over ninety studies concluded that 85% of our job satisfaction has nothing to do with pay. Put another way, all the pay in the world corresponds with an increase in job satisfaction of no more than 15%.
- Pursuing passion, people and progress motivate across a broader set of circumstances and more effectively than pay.
- During a particular week in each of the last ten years, the New York Yankees won, on average 74 % of games which is significantly higher than their 57% winning average during that decade. The winning week is Yankees Helping Others Preserve & Excel (HOPE) Week. During this week per season, players take field trips with individuals and families facing hardship.
- We don’t progress as far or as fast when fueled by hedonic pursuits as opposed to social purpose. One study, for example, compared workers who were told their work helped charitable causes with workers

in identical jobs who weren't told this. Those who knew they were pursuing social purpose conducted equally high-quality work as those who didn't by 24% faster and had 43% less downtime.

-13% higher job satisfaction, on average, in employees whose work experience incorporated social purpose than in those whose work didn't.

-Social Purpose is in the eyes of the beholder or, rather, in the heart of the beholder. We define our own social purpose?

-If we listen to the needs of others as honestly and intently as we possibly can, overtime, most of our acts of social purpose will become genuine contributions.

-Capitalism is in a purpose revolution. Companies across the globe are redefining themselves in terms of meaningful contributions to societal causes.

-The majority of employees don't know what purpose their employer stands for

-What is job purposing? Any meaningful contribution to others or to a societal cause done as part of our work experience. Make meaningful contributions to others or a societal cause as part of their workplace experience. It can be a high-stakes effort applied across company's operations (ex. Unilever, Vollmer pg. 45) or it can be a quick and comfortable action performed by one or two people.

How can we job purpose?

1: Tilt a Task Toward Social Purpose

Ex. Window washers at pediatric hospitals wear Batman and other superhero costumes to delight hospitalized children

2: Help Coworkers with their work

Ex. A commercial airline pilot helps the crew clean the plane after he completed his post-flight duties.

3: Advocate for a Cause

Ex. A restaurant eliminates all the letter "b's" from its menu to bring awareness to the alarming decline in the world's bee population.

4: Be Kinder than Necessary

EX. A worker at a U.S manufacturing plant invites every new hire to coffee during their first week of employment

5: Give Space to a Cause

A company's learning and development department offers unfilled seats in its leadership training to staff from local nonprofits.

6: Practice Environmental sustainability

Microsoft charges its departments fifteen dollars per metric ton of carbon they emit, encouraging carbon reduction through budgeting. The Money raised is invested in the company's sustainability efforts.

7: Develop a Social-purpose competency

ex. Patagonia offers employees free civil-disobedience training to encourage their participation in environmental protests

8: Support the social-purpose efforts of others

Ex. The Walt Disney Company's "Give a Day, get a Disney Day" promotion provided free admission to its theme parks for individuals who volunteered for at least one day

9: Promote Equity

Ex. An R&D team designs a wheelchair for uneven terrain that allows individuals with low mobility to enjoy the outdoors

10: Join the Everyday History Makers

Ex. A data-entry technician offers to help organize his company's annual campaign

11: Define the Company of Department as a social-purpose enterprise

ex. Tesla, allows competitors to see its patented technology in hopes that this will advance the global adoption of eco-friendly vehicles

12: Help Others Develop their careers

ex. A design team at an apparel company hires underprivileged high-school students as summer interns to expose them to career opportunities in fashion and inspire them to go to college

13: Go beyond the above methods

ex. CVS stops selling tobacco products in pharmacies in an effort to promote good health.