



Driving Social Change

FOR IMMEDIATE RELEASE

Global Employee Engagement Less Challenging Than Before

New research reveals solutions multinational companies are using to balance cost and impact of global volunteering and employee-directed grantmaking

STAMFORD, CT—June 20, 2014—Global corporations are meeting the challenges of expanding their global employee engagement programs by coming up with creative solutions to big issues,” according to LBG Associates latest research report, “Global Employee Engagement: Challenges and Solutions.”

LBG Associates interviewed 36 multinational companies and six service providers about the issues they struggle with when taking employee engagement programs such as volunteering and employee-directed giving outside the home country. The top three challenges, according to the interviewees are:

- Managing a global program
- Vetting NGOs outside the home country
- Paying small, employee-directed grants

Employee engagement is considered a triple win for employees, the company, and the community. At the highest level, though, these three challenges can hinder the effectiveness of the program. “Global companies have to attack the ‘big three’ if they want to experience that triple-win,” said Dr. Linda B. Gornitsky, founder and president of LBG Associates. “That requires them to be smart and creative about how they use their available resources.”

Management Solutions

When it comes to managing a global employee engagement program, the corporate citizenships staff is rarely large enough to run these programs without help from other employees. A common solution is to deputize local employees to be champions of engagement programs, particularly volunteerism, and be the eyes and ears on the ground for headquarters. These champions provide insight into the local culture as well as help identify reputable charities in the community and therefore potential partners for the company.

Vetting Solutions

Finding reputable nonprofits is not easy in many countries in the world. Corporations in the U.S., U.K, Australia and other countries are fortunate that their governments certify and regulate charities and maintain databases of approved tax-exempt organizations. In less developed nations, non-governmental organizations (NGOs) are not always what they seem and require careful vetting before qualifying for financial and/or volunteer support from a company. Vetting to home country standards, especially the U.S., can be extremely expensive and time-consuming.

As a cost-effective alternative to full vetting, which is always done when a large grant is involved, companies will reduce the vetting standard for employee volunteerism. The local employee in charge of vetting will have a checklist to complete before volunteers are sent, but the NGO will not have to, for example, provide audited financials and incorporation documents in English. How much standards are “reduced” depends on how risk-averse a company is.

Payment Solutions

Paying organizations overseas can be expensive as bank and currency exchange fees can add up. When the grant is small, such as US\$25, the fees can eat up a large percentage of the grant. To help make these small grants cost-effective, companies use electronic funds transfers (EFTs) whenever possible. EFTs require that the NGO provide its banking information, which can be difficult to obtain. Again, local employees can be very helpful here, explaining in the local language why that banking information is needed and how it is kept secure.

A webinar will be held on the highlights of the report on July 16th at 1 PM Eastern. To register for the webinar, go to www.lbg-associates.com.

The report details many more solutions to both the top three challenges as well as challenges that are unique to different employee engagement programs. Through the generosity of Microsoft, the report can be requested for free by visiting the LBG Associates website at www.lbg-associates.com or by calling 1-203-325-3154.

“Global Employee Engagement: Challenges and Solutions” was made possible by the generosity of these sponsors:

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About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing, and managing corporate citizenship and community outreach programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through expert advice; cutting-edge research; implementation of strategies, programs, policies, and procedures; and training that equips practitioners with the knowledge and skills to grow and advance in the field of corporate community involvement. Find more information at: **www.lbg-associates.com**.

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