

# Measuring the Impact of Corporate Volunteering Programmes

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# Our Areas of Work



Corporate  
volunteering



Inclusive Business  
Strategy



Leadership  
Development



Impact assessment



Emerging World

Building leaders through international development

# Impact Measurement Framework

Typically look at 3 Stakeholder Groups:

- 1) **Participants** (volunteers)
- 2) **Partners** (supported organizations and their projects/beneficiaries)
- 3) **Business** (the company)

	What are we measuring?	Key Issues
<b>Participants</b>	<ul style="list-style-type: none"><li>• Skills Development</li><li>• Engagement/Motivation</li><li>• Career Mobility</li></ul>	Engaged audience – good response rates
<b>Partners</b>	<ul style="list-style-type: none"><li>▪ Project objectives</li><li>▪ Partner capabilities</li><li>▪ Social impact</li></ul>	Assignments (and measures) can differ considerably
<b>Business</b>	<ul style="list-style-type: none"><li>▪ Retention</li><li>▪ Employer Brand</li><li>▪ Business performance</li></ul>	Vital for sustainability of support



# Our recent cross-company impact studies...

Jan 2014



Making the business  
case

Feb 2015



Empirical long-term  
impact data

Coming soon  
Oct 2015



Establishing an  
industry benchmark

# What the Study Measured (long-term impact)

1. Depth of Learning Impact
2. Leadership Competency Development
3. Career Mobility
4. Retention
5. Employee Engagement

**65** responses

All responses from participants that completed experiences **1-8 years** previously



CREDIT SUISSE

EY  
Building a better  
working world

IBM

Microsoft

LLOYDS  
BANKING  
GROUP



Llywodraeth Cymru  
Welsh Government



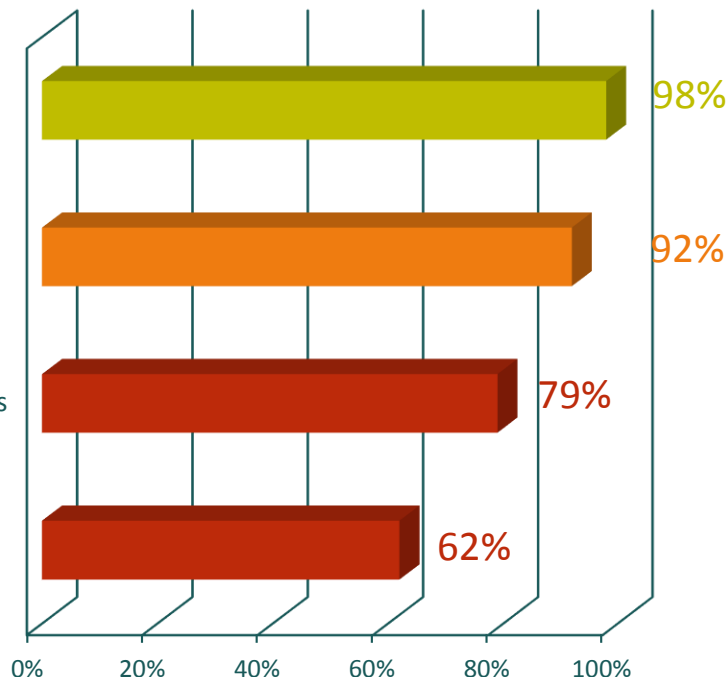
# Participants' Depth of Learning

Participants that have recommended an International Service Learning experience to at least one colleague

Participants that reported positive developments in leadership skills and competencies

Participants that made positive changes to the way they work

Participants whose positive changes were observed by others



## Level 1 Reaction

Participants level of satisfaction

## Level 2 Learning

The skills that were developed or improved

## Level 3 Behaviour

Changes in behaviour reported by participants

Changes in behaviour verified by others

## Level 4 Results

Impact of the experience on business success

Kirkpatrick's Four Levels of Learning Impact



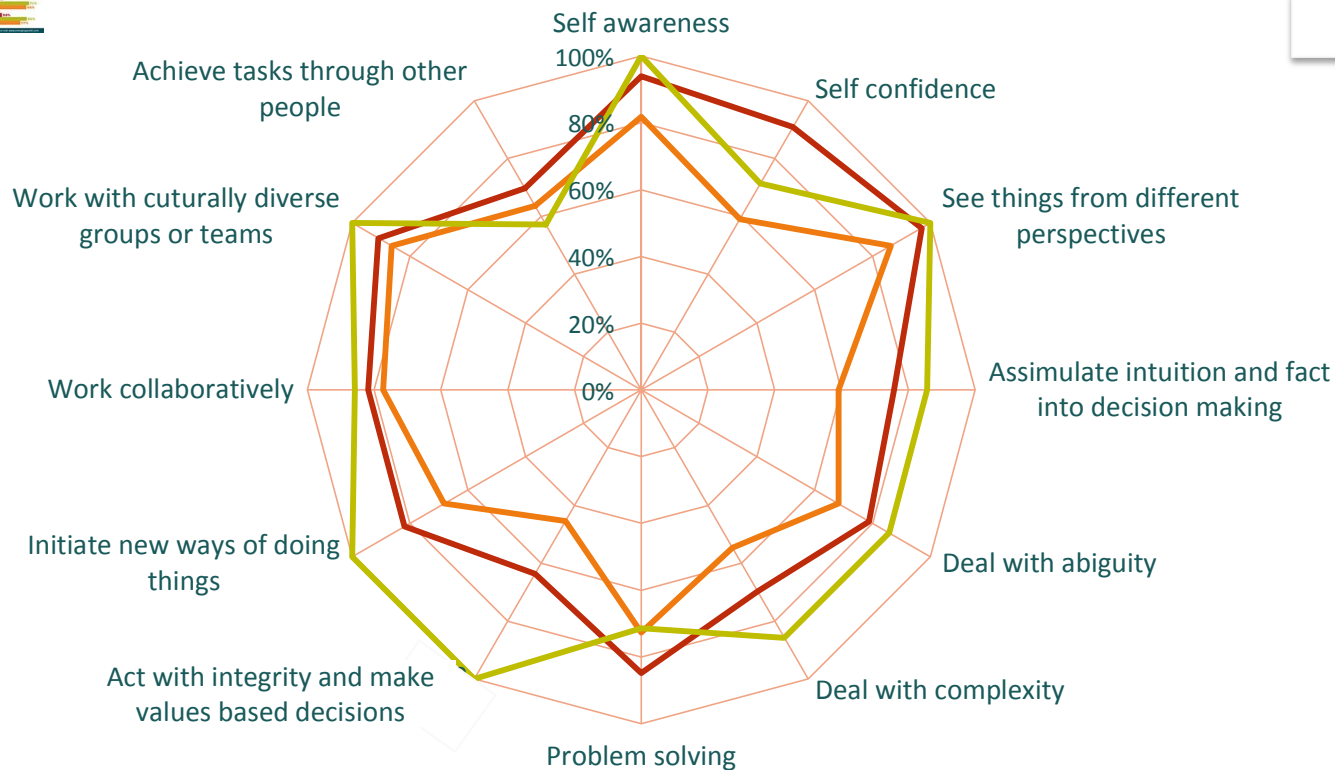
# Global leadership competencies developed by CISL experiences

Positive response

Individual programs  
<4 weeks

Individual programs  
≥4 weeks

Short group based  
programs  
c. 1week





## Career Mobility - Factor in changing role



# Sneak Peek: Overview of Impact Levers

(research will be published October 2015)

<div><div><div><div><div><div></div><div>EY</div><div>Building a better working world</div></div><div><div><div><div></div><div>gsk</div><div>GlaxoSmithKline</div></div><div><div><div><div></div><div>AFRICA</div><div>Microsoft</div></div></div></div></div></div></div></div></div></div>		Variables	Areas of Impact				
			Levels of Learning	Global Leadership	Career Mobility	Retention	Engagement
Program Components	Before	Preparations		Yes		Yes	Yes
		Set Learning objectives	Yes	Yes			
	During	Appropriate match	Yes	Yes	Yes		Yes
		Comfort zone		Yes	Yes		Yes
		Partner’s need for skills	Yes	Yes	Yes	Yes	Yes
	Upon return	Support upon return	Yes			Yes	Yes
		Sufficient opps. to share	Yes			Yes	Yes
		Continued engagement	Yes			Yes	
		Active alumnus	Yes			Yes	Yes
Management Involvement		Line Manager Engagement	Yes		Yes	Yes	Yes
		Senior Leaders Champion	Yes				Yes

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