



Engaging staff in CSR

Marie Broad, Employee Volunteering Manager
Time & Talents for Westminster
Part of Volunteer Centre Westminster



Intro to
Time & Talents

Why engage
staff in CSR?

Ways to engage

Project
examples

A focus on
volunteering







About Us

Established in 1996

Not for profit social
enterprise

Skills based &
sustainable partnerships



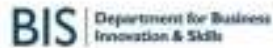
Working with local employers & charities



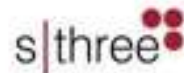


SpencerStuart

Time & Talents partnership



John Lewis Partnership







Index of Multiple Deprivation within the City of Westminster

Queen's Park

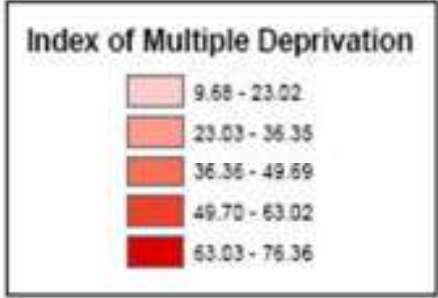
Harrow Rd

Westbourne

Church St

39th most deprived out of England's 354 districts; 9th out of 33 London boroughs (2004)

West End



South Westminster



Why engage staff in CSR?

Commercial benefits

- Brand value
- Reputation & positive PR
- Competitive edge

People benefits

- Talent magnifier
- Development opportunities
- Morale & motivation





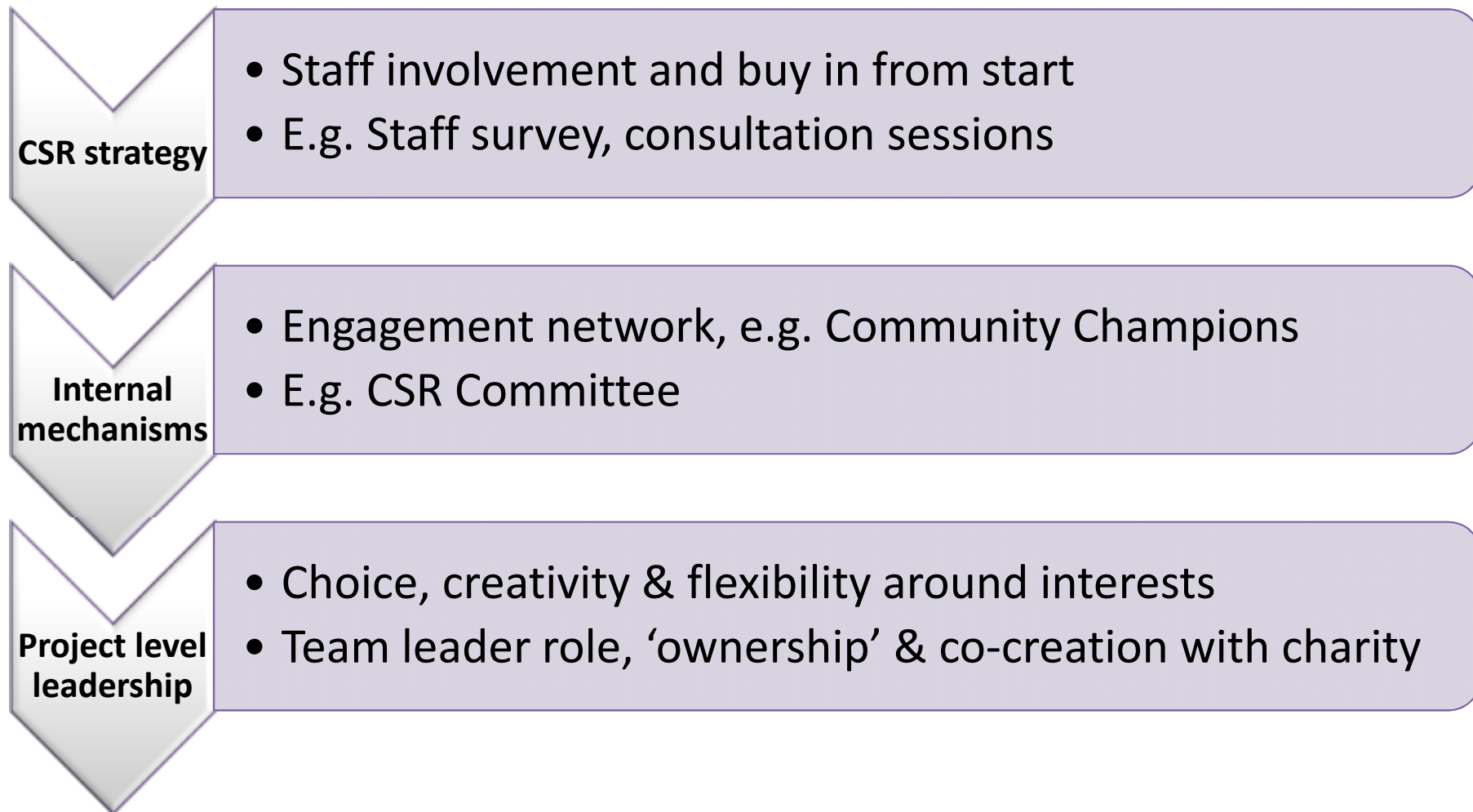
“Volunteering is a really positive life-changing experience for employees and happy people make successful companies. It’s no co-incidence that successful senior leaders are often the first to understand that.”

Steve Sharpe, Head of Charity Partnerships, BT





Staff engagement in CSR development



'What's in it for me...?' approach





THE APPRENTICE





Storytelling without books



Volunteering as work skills mentors



Mock interviews



One to one mentoring

Peer support and training





Social media workshop for charity staff





Contact details

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