

RESEARCH



Engaging employees

There is growing appreciation of the business case for enabling and supporting employees to contribute to building communities through employee engagement activities. GreaterCapital were engaged by **Volkswagen South Africa** to conduct a four-month project assessing employee awareness of their CSI programme to inform a new employee engagement policy and programme.

This assignment included:

- Designing an **employee involvement survey** to measure levels of awareness around CSI activity, current personal engagement in communities and to determine staff needs and preferences.
- A **comprehensive report** on the survey results to inform the design of a formal employee engagement policy and a structured programme based on sound development principles for employee community interventions.

Experience tells us that it takes considerable effort and resource to move people from loving the 'idea' of volunteering to actually signing up to volunteer and arriving on the day. This survey underpinned the development of a robust and well-subscribed employee involvement programme.