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# THIS IS YOUR BRAIN ON VOLUNTEERING.

Warning: It's addictive.



# RW Clients

Realized Worth has worked with **hundreds of enterprise clients globally.**

Some current and recent clients are highlighted below:



Altria



TARGET



Abbott



Medtronic



Deloitte.



Deutsche Post DHL Group

J.CREW



cenovus  
ENERGY



AstraZeneca



NOVARTIS



Johnson Controls





**THE GLOBAL GOALS**  
For Sustainable Development



Achieving the SDGs through employee volunteering



**Bridging the Gap Between Research and Practice**



**REALIZED WORTH**

Take the Transformative Approach to Employee Giving and Volunteering





# RW INSTITUTE

## Bridging the Gap Between Research and Practice



### OUR APPROACH

THE CORPORATE VOLUNTEERING, GIVING AND GRANTS TECHNOLOGY REVIEW PROVIDES A 360-DEGREE VIEW OF THE TECHNOLOGY MARKET AND IS BASED IN EXTENSIVE RESEARCH EFFORTS WITH A GLOBAL REACH.



A MARKET SCAN RESULTED IN THE COLLECTION OF 51 KNOWN SOLUTION PROVIDERS, RESPECTIVELY HEADQUARTERED ACROSS 13 COUNTRIES AND 5 CONTINENTS



23 Solution providers completed a basic product survey



17 Solution providers completed a deep-five product survey and provided a product demonstration

60 PRACTITIONERS ACROSS 56 COMPANIES IN 7 COUNTRIES

Completed a survey about their experience with volunteering, giving and grants technologies



40 SOLUTION PROVIDERS AGREED TO PARTICIPATE IN OUR RESEARCH



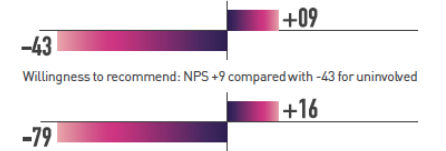
7 solution provider Executives/CEOs spoke with us about the vision for their platforms, the technology market, and the future of corporate citizenship

183 END-USERS ACROSS 50 COMPANIES IN 13 COUNTRIES

Completed a survey about their experience with volunteering, giving and grants platforms at their companies


The preceding findings are by no means comprehensively exhaustive. There is more work to be done to promote understanding of the volunteering, giving and grants technology market and educate the industry on how to best leverage existing technologies to move corporate citizenship efforts forward. This report is just the beginning.

### PERSONAL INVOLVEMENT IN IMPLEMENTATION IMPROVED PRACTITIONER SENTIMENT FOR THEIR SOLUTION



### TOP 5 AREAS OF FUNCTIONALITY FOR USERS

- 50% My personal volunteering or giving dashboard
- 48% Finding a place to volunteer
- 42% The company's volunteering or giving dashboard
- 39% Finding a place to give
- 37% My giving account



The **scientific**  
approach to  
employee  
volunteering



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The question...

**Why do we  
help?**



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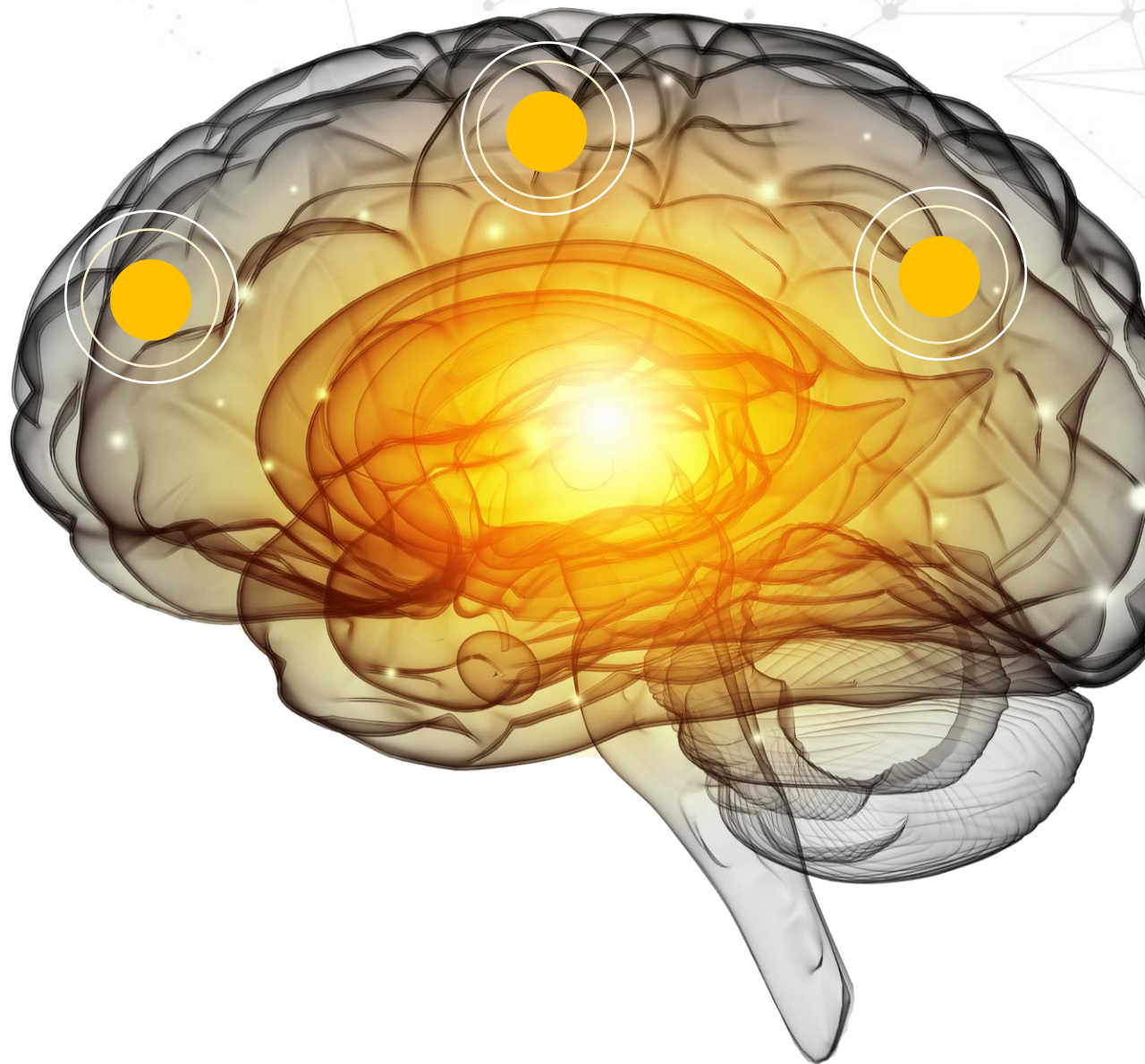
# The Brain's Reward System





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# The Pain Matrix





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Where there  
are **in**  
**groups,** there  
are **out**  
**groups.**



# The dark side of empathy: “in groups” versus “out groups”

## Inclusion

Empathy motivates us to protect and prioritize our blood ties and those with whom we identify. We want to avert destruction and avoid pain for our “in groups” because we experience their pain as if it were our own.

vs.

## Exclusion

Because we have “in groups”, we also have “out groups”. The less experience we have with another group, the less we identify with them. If the worst comes to the worst, we protect “in groups” and objectify “out groups”.





Neuroplasticity

The solution is  
in **rewiring**  
**the brain**

# How the brain **changes**



Imagine you're walking on a paved path on a college campus...

**ALERT.**

**ORIENT.**

**ACT.**

New experiences can change preconscious reactions and shift implicit biases.





Dr Lila Landowicki  
@rockatadentist

# Transactional vs. **Transformative**

- **Psychological** – how I perceive myself in the world
- **Convictional** – What I believe to be true about the world
- **Behavioral** – How I act in the world





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# TRANSACTIONAL VOLUNTEERING

The focus is the task.

Volunteering is a resource to do something good and “make a difference.”

Events are unlikely to turn into long-term relationships with the nonprofit.

Activities are unlikely to change lives of the participants.

# TRANSFORMATIVE VOLUNTEERING

The focus is people.

Transformative volunteering is a guided experience.

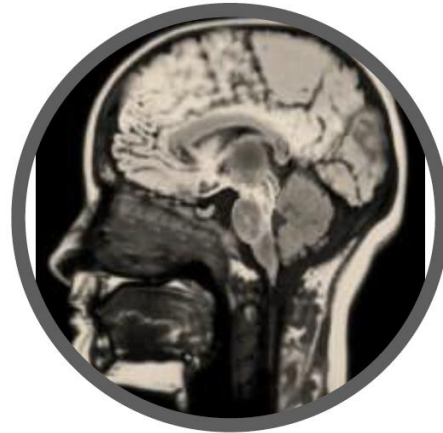
Requires a leader to create space where transformation can occur.

Activities have potential to shift how participants think, behave, act, how you see the world and how you live.

# EXPERIENTIAL LEARNING CYCLES

- rational dialogue
- abstract conceptualization
- frontal integrative cortex analysis

- committed action
- active experimentation
- motor cortex action



- critical reflection
- reflective observation
- temporal cortex reflection

- disorienting dilemma
- concrete experience
- sensory cortex stimuli

**Transformative Learning Cycle**  
(Mezirow, 1978/1991; Herbers, 1998)

**Experiential Learning Cycle** (Kolb, 1984)

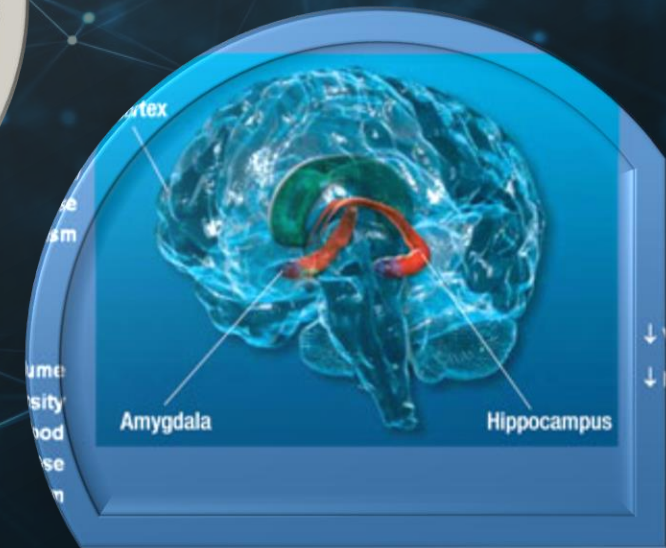
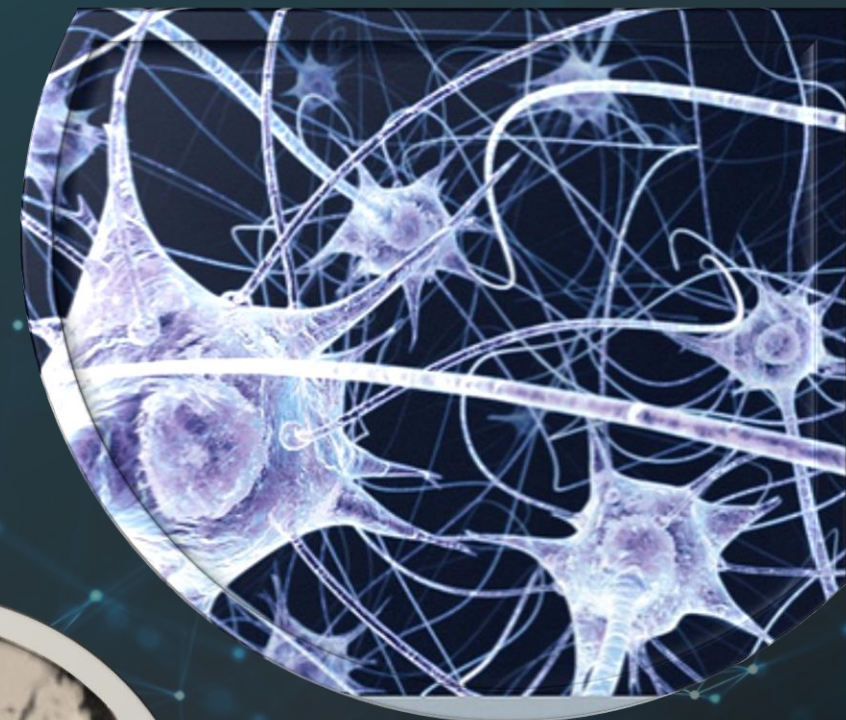
**Whole-Brained Learning Cycle** (Zull, 2002)



# TO END AT THE BEGINNING, RECENT BRAIN RESEARCH IS SUGGESTING...

Transformative experiences transform not only one's perspectives, but also one's brain's physiological wiring and subsequent cognitive predisposition to "negotiate and act on our own purposes, values, feelings, and meanings rather than those we have uncritically assimilated from others—to gain greater control over our lives as socially responsible, clear-thinking decision makers" (Mezirow, 2000, p. 8).

Transformative learning theory's cognitive models of how perspectives are transformed appear to correspond with the brain's anatomy and function, physiologically supporting "revision of previously unquestioned perspectives and assumptions based on critical reflection and critical self-reflection, leading to more open, permeable, and better justified perspectives" (Cranton, 2009, p. 2).



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# THE 3 STAGES: THE JOURNEY OF THE VOLUNTEER





Ontwerp  
je  
strategie

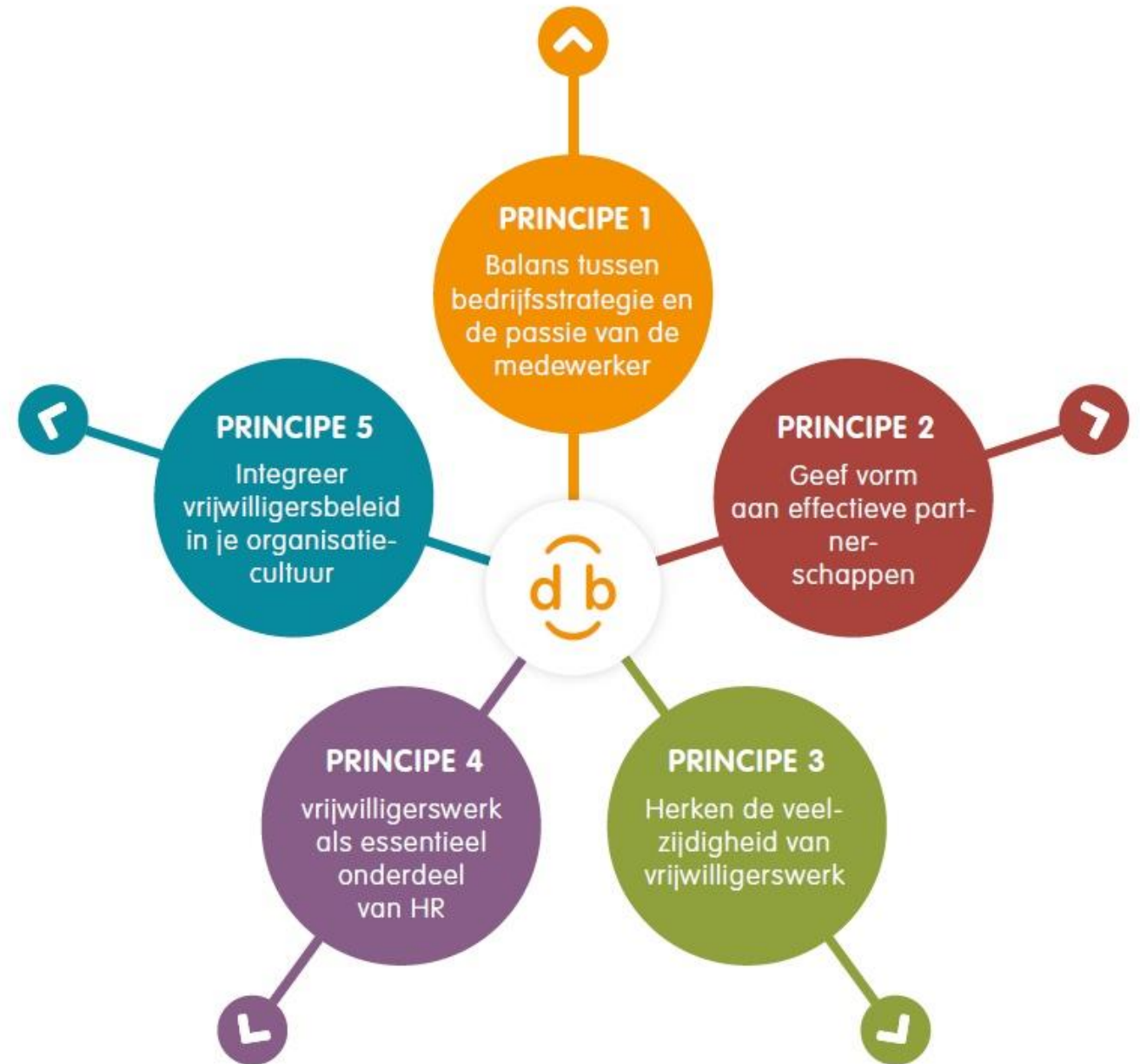
# Toolkit voor social impact

De 5 principes voor impactvolle medewerkersvrijwilligers-programma's



# 5 Principles

- Present corporate volunteer Engagement as an HR essential
- Drive company strategy and employee passion
- Develop a portfolio to recognize the continuum of volunteering
- Integrate corporate volunteer engagement into your culture
- Partner effectively





# Stap 3

## Zo organiseer je vrijwilligersactiviteiten



# DE VRIJWILLIGERSREIS

Toerist - Reiziger - Gids



### Fase 1: Toeristen

deelnemers die voor het eerst meedoen

Ongeveer **70%** van de medewerkers zit in deze toeristenfase. Vaak zijn het medewerkers die voor de eerste keer vrijwilligerswerk doen, ze 'willen gewoon plezier' hebben. Ze zijn op onderzoek uit, hebben veel vragen, zijn nieuwsgierig en proberen het een keer uit. Als deze eerste ervaring positief is, komen ze nog een keer terug. De uitdaging is om hen 'verliefd' te laten worden op vrijwilligerswerk.



### Fase 3: Gidsen

volunteer leaders met veel ervaring

Deze groep ambassadeurs is goed voor **5-10%** van de medewerkers. Als je weet waarnaar je moet zoeken, kun je deze mensen snel identificeren. Zij zijn de organisatoren en de 'do-gooders'. Ze komen ruim voordat de activiteit begint, ze blijven laat, ze regelen alle benodigdheden, nodigen hun hele afdeling of team uit om te komen en praten constant over waarom vrijwilligerswerk zo belangrijk is. Gidsen zijn intrinsiek gemotiveerd. Ze snappen het. En ze willen dat iedereen net zo enthousiast is als zijzelf.

### Fase 2: Reizigers

vrijwilligers met een beetje ervaring

Reizigers vormen ongeveer **25%** van de medewerkers. In deze ontdekkingsfase vinden reizigers hun intrinsieke motivatie voor vrijwilligerswerk. Ze hebben specifieke vragen over 'waarom' en 'hoe'. Wanneer ze een gevoel van verbondenheid gaan voelen, gaan ze door en komen terug. Ze zijn op weg om de toekomstige gidsen te worden.



# THREE STAGES IN THE JOURNEY OF A VOLUNTEER

## Stage 1: Tourist

### “Casual Curiosity”

- New or infrequent volunteer
- Competing priorities
- Interested in straightforward and immediately rewarding tasks
- May participate again if they have a great experience

## Stage 2: Traveler

### “Meaningful Discovery”

- Ready to own experiences for themselves
- Ready to take on leadership responsibility and/or increased commitment
- May express tension, boredom, or eagerness

## Stage 3: Guide

### “Intentional Alignment”

- Trusted to run activities when needed
- Naturally able to help others find their way at events
- Understand that while they help, they also benefit from volunteering

# FRAME THE EXPERIENCE

The **Keystone Behaviors** are three simple behaviors used to frame the volunteer experience in order create space for **transformation**.



## THE BRIEF

The Proximity Effect



## THE CHECK-IN

Meet people at their highest level of contribution



## THE DEBRIEF

Critical Reflection



# WHAT IS TRANSFORMATION?

Transformation  
**requires a trigger**

that forces us to ask,  
“Who am I in light of this  
new reality?”

**A disorienting  
dilemma**

occurs any time you have  
an experience that  
doesn't fit your  
expectations.

A **Brief** that connects volunteers to the meaning behind their tasks does **three things**:

1

Challenges  
**assumptions**

Frame a *disorienting dilemma* about the issue or cause for which you are volunteering.

2

Communicates  
**task significance**

Explain who the task is for, but more importantly, why it matters.

3

Creates **proximity to the beneficiary**

Talk about a real person and their real story. Invite volunteers to imagine what it would be like to live as this person.

# VRAGEN voor Chris?





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What did you  
**experience?**

Was it what you  
**expected?**





# What can you **do**?

## **CREATE PROXIMITY**

- Task significance
- Visualize or imagine the beneficiary

## **CRITICALLY REFLECT ON EXPERIENCES**

- Ask the 2 questions
- Challenge bias

## **SHIFT THE EMPHASIS**

- From helping to belonging
- From fixing to becoming





Ontwerp  
je  
strategie

# Toolkit voor social impact

De 5 principes voor impactvolle medewerkersvrijwilligers-programma's





Download de toolkit op  
[www.goodbusy.nu](http://www.goodbusy.nu)

Een  
praktisch  
playbook

# Toolkit voor transformerend medewerkersvrijwilligerswerk

In 5 stappen naar verdiepende medewerkersvrijwilligers-programma's



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# ABOUT REALIZED WORTH

Since 2008, Realized Worth has offered strategic consulting services to some of the biggest brands in the world. We help companies successfully create or evolve their employee volunteer strategy through a comprehensive design, transition and implementation process that results in a scalable, robust employee program. It's our mission to bring meaning to action through our Transformative Volunteering approach, which teaches employees how to practice behaviours that create engaging, effective and impactful volunteer projects for their peers.

With a wide range of over 100 clients including Apple, Bill & Melinda Gates Foundation, SAP, Altria, Deloitte, Microsoft, Abbott Labs, McDonald's, AstraZeneca, and others, Realized Worth's specialized expertise is uniquely suited for the corporation seeking meaningful impact through its employee volunteer programs.

The co-founders of Realized Worth, Chris Jarvis and Angela Parker, are based in Baltimore, Maryland. The extended team is based throughout the US and Canada. Realized Worth Canada is based in Halifax, Nova Scotia.



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