

# Corporate Social Responsibility for Recruitment & Retention of Talent

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A Lloyd Position Paper presented by Merrill Banks, CSP, Chief Executive Officer

**K**enexa Research Institute, a division of Kenexa, (which Lloyd Staffing utilizes for our candidate testing and screening software) recently evaluated the opinions of U.S. workers with respect to their attitudes on Corporate Social Responsibility, frequently referenced as "CSR." CSR is a strategic corporate initiative targeted at positively impacting an employee's personal perception of job satisfaction along with the creation of an alliance and confidence in their employer's future and community citizenship.

Workers who rated their firms as having strong CSR cultures were found to have a more favorable view of their company's ability to motivate people to work hard and put in extra effort. Kenexa reported that firms with active CSR programs showed a competitive advantage in terms of branding, teamwork and emotional ties between the employer and the employee. CSR strategically connects employers, employees and communities through relevant causes. *In another survey, this one undertaken by Hudson.com and RasmussenReports.com, 75% of U.S. workers think their employers should have responsibilities to the community; however, only 7% of the workforce say they have ever rejected a job offer based on the lack of a firm's CSR efforts.*



**So, as an employer, does CSR matter to the successful recruitment of talent?**

Despite the small percentage cited above, we firmly believe that it does and we encourage our client companies to outline their CSR platforms as recruitment tools for a candidate's consideration in the hiring process. The Hudson-Rasmussen survey indicated that *even if employees do not base their employment decisions on CSR programs, nearly half (46%) believe such initiatives are important and of those who do offer such initiatives, two-thirds (64%) of the employees actually participate.*

**A**t Lloyd, we believe that every corporation has a responsibility to its clients, employees and marketplace where it lives. **Creating programs that embrace volunteerism and ethical responsibility for even the smallest of companies builds employee involvement that goes far beyond a daily job description.** Corporate leadership must develop and be proactive about nurturing CSR. Doing so may improve employee retention and contributes to a positive and productive work environment. Not too long ago, good CSR practices were confined to larger-sized employers with strong PR teams. You heard about such practices at organizations such as Ben & Jerry's, Patagonia and Starbucks. Now, even small to medium sized companies are finding ways to be accountable to their communities both socially and environmentally. Common policies include compliance with going "green" in terms of environmental awareness; consideration of resources for goods and services and taking responsibility for conditions under which goods and services are produced both domestically and globally.

**Have you made a commitment to Corporate Social Responsibility?**

It's certainly something you should consider as you bring more and more Millennials (individuals born after 1981) into your workforce. Social consciousness raising isn't just on the consumer horizon. **We know that people remain loyal to brands than help them define their role and outlook of society, how can they not make the same transition to their employers?** Employees of all generations want environmental, social and cultural accountability. A 2006 study showed that 9 out of 10 Millennials would be more likely to switch from one brand to another (price and quality being equal) if the second brand was associated with a good cause. So too, for Talent Acquisition. Want to hire that star candidate? Think about Corporate Social Responsibility. It might just be the difference between workforce excellence and workforce mediocrity.



Comments?

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