Aligning CSR & Engagement Strategies For Better Results
What We’ll Cover

- Introduction to ADP and our CSR Efforts
- What is Engagement
- Why is it Important
- How can you Impact Engagement
- Connecting the Dots (Illustrative Program that helps People, Profits and the Planet)
- Q & A

My goal is to expose and enable you to some insights and/or tools that you might apply to improve your stakeholder engagement and help you meet your goals.
ADP is one of the world’s largest providers of Human Capital Management (HCM) solutions

- $11.7 billion in revenue in FY 2016
- 57,000 associates worldwide in 40 countries, founded and headquartered in NJ
- ADP pays 26 million (1 in 6) workers in U.S. and 13 million outside the U.S.
- 650,000 clients in more than 110 countries (470,000 small businesses)
- Over 80% of Fortune® 500 companies
- Moved approximately $1.7 trillion in U.S. client funds in FY 2016
We are ALL IN on Human Capital Management (HCM)

We focus on our clients’ biggest investment, challenge and opportunity – their people.

From Recruitment

Technology

Service

Support

Compliance

Insights

Innovation

To Retirement
Expanding to serve clients where they do business

ADP’s global footprint delivers service in 110+ countries, covering 99% of multinational employees
ADP’s 7 Core Values Underpin our Culture

**Integrity Is Everything**: We conduct our business with the highest level of integrity. We are straightforward and honor our commitments. *We do the right thing.*

**Insightful Expertise**: We thrive on turning knowledge into insight. Staying on top of our field and ahead of the curve is how we drive value for our clients.

**Service Excellence**: We are obsessed with all aspects of the client experience. The strength of our client relationships is the key to our growth and success.

**Results-Driven**: We are driven by a strong work ethic that is results-oriented. We encourage prudent risk taking without the fear of occasional failure. By being accountable, we deliver measurable results.

**Each Person Counts**: We believe that each person counts. Each client and associate counts. Each deed counts and each contact between every client and associate counts. We respect and embrace the diversity of our associates, clients and business partners.

**Inspiring Innovation**: We strive for constant improvement, always searching for new and better ways to serve our clients and grow the business. We created an entire industry - innovation is in our DNA.

**Social Responsibility**: We believe in giving back to the communities where we work and live. We encourage and support our associates’ commitment to giving back and helping improve their communities.
Our CSR “People First” Mission

Shape a culture that unlocks our human and market potential by developing a sustainable, scalable approach to attracting, engaging, retaining and growing high performing diverse talent that reflects the markets we serve.
ADP’s CSR Pillars tie to business priorities, values and culture

Employability
- Education
- Economic Growth
- Wellness
- Training & Development

Ethics & Compliance
- Ethical business conduct
- Data Security and Privacy Standards
- Innovative Products that support Employer Compliance

Environmental Sustainability
- Reduced Energy and GHG Emissions
- Reduced Paper Usage
- Use of Products which support Sustainability

Associate & Community Engagement
- Diversity & Inclusion
- Stakeholder Engagement
- Labor Relations & Compliance
- Volunteerism & Philanthropy
As a Data Driven company, we have developed number dashboards to help us develop Better Decisions.
What is Associate Engagement?

Engagement is the extent to which associates are motivated to contribute to organizational success and are willing to apply Discretionary Effort to accomplishing tasks important to the achievement of organizational goals.

SATISFACTION
PRIDE
RETENTION
ADVOCACY

ASSOCIATE ENGAGEMENT INDEX

INDEX IS THE AVERAGE LEVEL OF AGREEMENT FOR:

• Overall, I am extremely satisfied with ADP as a place to work.
• I am proud to say that I work for ADP.
• I rarely think about looking for a new job with another company.
• I would recommend ADP as a great place to work.
Why does Engagement Matter to Business?

Because Our People Make the Difference!

- Service Value & Quality
- Client Retention & Loyalty
- Profitability & Growth
- LIFETIME VALUE OF A CLIENT
- Engaged Associates

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There’s a connection between your manager, employee engagement, performance and CSR. One study concluded companies with engaged employees outperform those with non-engaged employees by up to 2:1—and those employees that are proud of their companies CSR efforts are also likely to be engaged.
### Historical Driver Analysis on Engagement

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<tr>
<td>(Growth &amp; Development) I feel there is a promising future for me at ADP.</td>
<td>(1) 0.79</td>
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<td>(Growth &amp; Development) I am satisfied with the career opportunities available at ADP.</td>
<td>(2) 0.73</td>
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<td>(Leadership) The leadership of ADP has communicated a vision of the future that motivates me.</td>
<td>(3) 0.70</td>
<td>(3)</td>
<td>(4)</td>
<td>(3)</td>
<td>(5)</td>
<td>(4)</td>
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<td>(Recognition) This company values my contribution.</td>
<td>(4) 0.70</td>
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<td>(Leadership) I believe ADP has an outstanding future.</td>
<td>(5) 0.70</td>
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**Globally top Engagement Drivers tend to focus on common themes:**
- Growth & Development
- Leadership / Vision / Future
- Recognition
- Inclusion

Note: (# and 0.XX) represents the rank and strength of the engagement driver correlation for each respective item. (--) represents either the question wasn’t asked or didn’t make it to the top 5 engagement driver list for that year.
Driving Engagement (CSR) via Social Recognition

In late October 2015 ADP launched myMoment, a global, social and mobile tool, to help promote ADP’s core values, recognize good behaviors and improve associate engagement. More than 200,000 “moments” have been created since launch.
Memorable Moments with Habitat for Humanity

Doing Well while Doing Good
79% recognition makes them work harder

78% recognition makes them more productive

When recognized in the last month
• 68% excited or confident about change (vs. 41% of those never recognized)

When leaders care about a human workplace
• 90% say they are able to find a solution for any challenge
Employees who receive recognition:

– 3X more engaged
– 2X more likely to stay

The more ways that employees are recognized (e-mail, social, mobile), the higher the level of engagement.

Allows employees to easily save and remember their recognition moments.

Greatest **IMPACT** through increased timeliness, frequency, and interactivity.

Source: “How do I recognize thee, let me count the ways.” IBM Smarter Workforce Institute, July 2015
So What’s the Takeaway?

Put People First and Understand What Drives Them

Align CSR Programs to Engagement Driver Themes

Less Resistance + Faster Change = Better Business Outcomes including Happier Associates
THANK YOU