

Using a Community Engagement Strategy to Improve the Bottom Line

Why is it important to get community engagement right? The answer goes far beyond any brand benefits derived from being perceived as socially responsible. It signals to the community that your company is dedicated to making your city better. That goes a long way in terms of keeping your employees engaged, attracting new talent, and even energizing local business development efforts.

What is community engagement?

- + Community engagement is the act of supporting local efforts and organizations to achieve long-term success outcomes across a wide range of important causes
- + It is the strategic process by which we collaborate with others to address issues facing our communities
- + Community engagement can take many forms, including leadership, programming, volunteering, and financial support

Who could benefit from a well-crafted community engagement strategy?

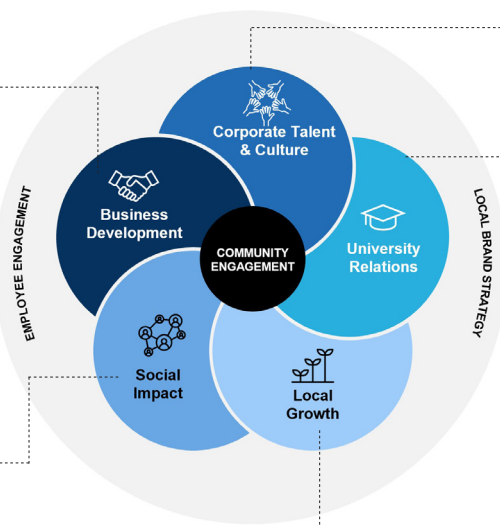
- + Organizations that are setting up in a new city and need to quickly make inroads into the community
- + Companies that have grown to the point where leadership and employees are ready to become part of the fabric of the local community
- + Organizations fighting for the next generation of talent who are motivated by social responsibility of their employers
- + Organizations that conduct community engagement efforts, but do not effectively measure and track impact and potential commercial gains

HOW STRATEGIC COMMUNITY ENGAGEMENT DRIVES BUSINESS SUCCESS

Community Engagement Strategy supports the causes and issues that align with corporate values and employee interest. The strategy fosters executive relationships that generate business success, as well.

Are you new to town? How many key community and business leaders does your organization know? Board membership and other leadership roles offer significant exposure to potential clients that can be a key driver to securing new business.

The most evident benefit is the positive impact that is driven through Community Engagement Strategy efforts. Bringing about positive change in the community tells the story of what your company stands for.



When companies engage in the community, their employees' engagement and sense of belonging increase by up to 71% and they feel healthier and happier, resulting in reduced sick time and increased productivity ([2017 United Healthcare Volunteer Study](#)).

University engagement not only strengthens talent pipelines, but also provides meaningful opportunities to partner on research, enter into joint ventures, and other high impact engagements that can create new products, markets, or business opportunities.

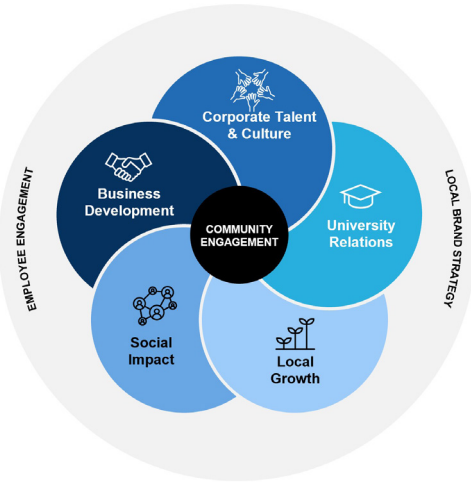
When community engagement is employed strategically, companies can engage with organizations and BD targets that can attract other parts of the business to the community.

HOW JABIAN ASSESSES AND DEVELOPS STRATEGIC COMMUNITY ENGAGEMENT

Jabian's Strategic Community Engagement methodology is shown below. As leaders in the local community, we bring our local experience to partner with our clients and build a customized strategy that aligns to their social impact and business aspirations.

01. DEFINE

Identify the primary goals for both your company and the community



02. PRIORITIZE

Leverage local community organizations and board members in your city to amplify engagement opportunities

Focus Area	SCORING SCALE		
	1	2	3
Corporate Talent & Culture	Talent pipeline only		Leads with a people mindset
University Relations	Student impact only		Partnership across client, faculty, admin, and students
Local Growth	Virtual cross-client collaboration only		Expands client presence and capabilities in your city
Social Impact	Supports community, but little employee engagement opportunities		Excites employees to engage and aligned with client goals
Business Development	Limited BD prospects, uncertain timing		High likelihood of positive BD outcomes

03. ENGAGE

Understand where your current relationships exist and plan your next move

Org	BD Target	Activity	BD Target PIC	Timing	Support Needed
United for Humanity - Atlanta	Host	Sponsor a house build and invite 60-80+ MEMBERS to build	Jane Doe	Dec 2020	
Atlanta History Center	Dunder Mifflin	Conduct a Virtual Talk session with AMC focused on the history of race systems in ATL	John Doe	Oct 2020	
City of Atlanta	CyberLife Systems	Volunteer to mentor students/receiving 137 Fund awards	Jake Doe	Dec 2020	
SAIT Foundation	Shoel Co	Board membership or sponsorship	Jared Doe	Dec 2020	

04. TRACK

Track and communicate impact within your company and the broader community with interactive dashboards

BUSINESS OUTCOMES

Employees that feel connected to the community and are proud to work for and represent their company.

A clearly articulated strategy on how and where to engage with the community that aligns with the company's priorities, employee interests, and commercial aspirations.

A competitive advantage that attracts and retains the next generation of talent.

Our methodologies and tools enable us to partner with clients to assess needs and prioritize capability improvements. If you are interested in learning more, contact us at insights@jabian.com.