

# REINVENTING DIVERSITY ATTRACTION

WHY A 100-YEAR-  
OLD ENGINE & TECH  
COMPANY TACKLED  
#PERIODPOVERTY

# WHAT WE WILL COVER IN THE SESSION

- LEVERAGING DATA TO FIND HIDDEN OPPORTUNITIES
- HOW TO APPLY BEHAVIORAL PSYCHOLOGY TO YOUR TALENT ACQUISITION STRATEGY
- GET INSPIRED
- BUILD AND MEASURE A PROOF OF CONCEPT
- EXPANDING YOUR PROOF OF CONCEPT

# WHY DATA IS IMPORTANT TO TALENT ACQUISITION:

- Where to spend our resources
- Understand what the problems are
- Identify problems we didn't know existed

**This is especially true in the space of Diversity and Inclusion**

# DATA IS IMPORTANT TO TALENT ACQUISITION

The data says we need more data.



DATA IS IMPORTANT TO TALENT ACQUISITION

**Know your Employer  
Value Proposition**



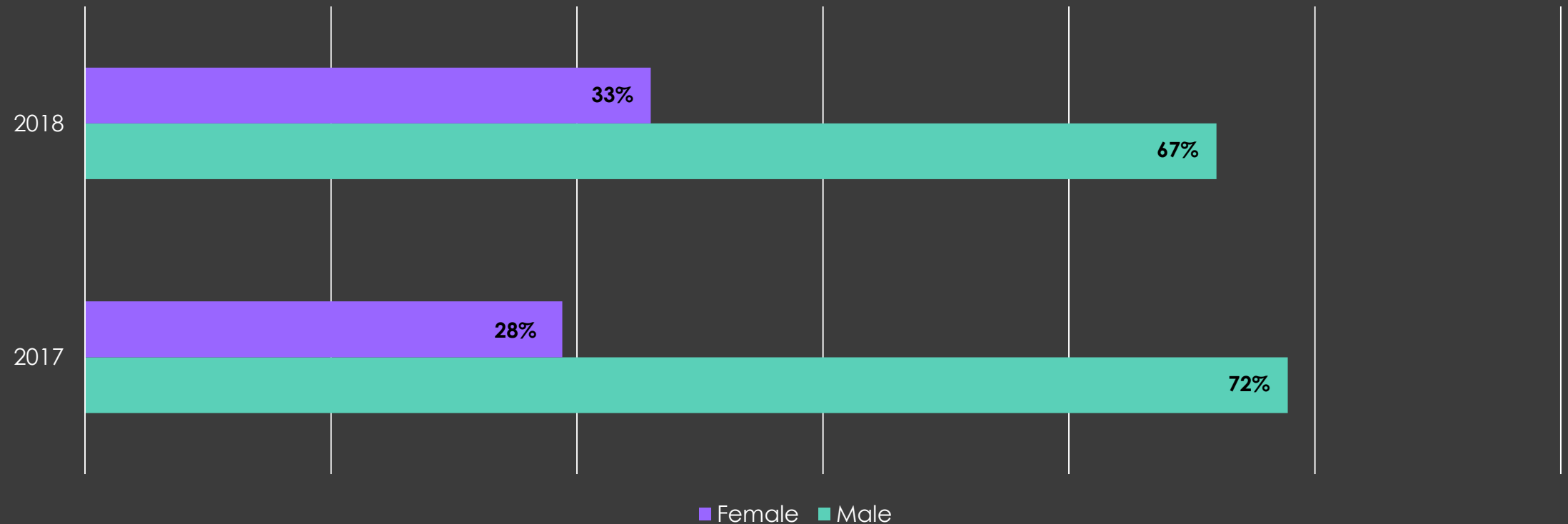
# FINDING HIDDEN OPPORTUNITIES



\*NOT AN ACTUAL PHOTO OF SWE 2018

# FINDING HIDDEN OPPORTUNITIES

Booth Visitor Sample Data



# APPLY BEHAVIORAL PSYCHOLOGY TO YOUR TALENT ACQUISITION STRATEGY

BASIC CONCEPT: Being Socially Conscious Matters

## The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice

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In this review, the primary subject is the 'business case' for corporate social responsibility (CSR). The business case refers to the underlying arguments or rationales supporting or documenting why the business community should accept and advance the CSR 'cause'. The business case is concerned with the primary question: What do the business community and organizations get out of CSR? That is, how do they benefit tangibly from engaging in CSR policies, activities and practices? The business case refers to the bottom-line financial and other reasons for businesses pursuing CSR strategies and policies. In developing this business case, the paper first provides some historical background and perspective. In addition, it provides a brief discussion of the evolving understandings of CSR and some of the long-established, traditional arguments that have been made both for and against the idea of business assuming any responsibility to society beyond profit-seeking and maximizing its own financial well-being. Finally, the paper addresses the business case in more detail. The goal is to describe and summarize what the business case means and to review some of the concepts, research and practice that have come to characterize this developing idea.

Over the decades, the concept of corporate social responsibility (CSR) has continued to grow in  
Today, one cannot pick up a newspaper, magazine or journal without encountering some discussion

## Does Generation Z Care About Your Company's Social Impact Initiatives?

A look at Corporate Social Responsibility as a Gen Z recruitment tool.



## This Is Your Brain on Charitable Giving

Your brain's pleasure circuits are activated by acts of charity.

Posted Aug 31, 2011



! I thought. Why does everything have to be so confusing? Should be pleasurable or painful?

Complicated and ambivalent relationship with giving is just a sign of all her complicated ways humans pursue pleasure. Pleasure is a central factor in our lives; after all, if we didn't find things like food, water, and warding we would not survive and pass our genetic material to the generation.



# APPLY BEHAVIORAL PSYCHOLOGY TO YOUR TALENT ACQUISITION STRATEGY

BASIC CONCEPT: In the equation of Happiness = Experiences > Things

## To Do or to Have? That Is the Question.

EXPORT Add To My List Request Permissions Database: APA PsycArticles Journal Article

Van Boven, L., & Gilovich, T.

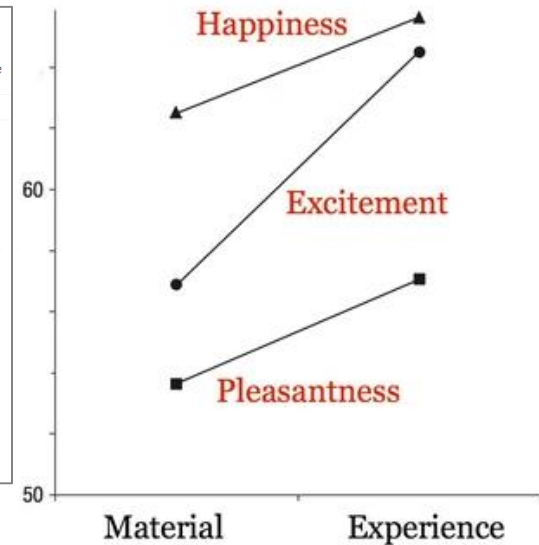
### Citation

Van Boven, L., & Gilovich, T. (2003). To Do or to Have? That Is the Question. *Journal of Personality and Social Psychology*, 85(6), 1193–1202. <https://doi.org/10.1037/0022-3514.85.6.1193>

### Abstract

Do experiences make people happier than material possessions? In two surveys, respondents from various demographic groups indicated that experiential purchases—those made with the primary intention of acquiring a life experience—made them happier than material purchases. In a follow-up laboratory experiment, participants experienced more positive feelings after pondering an experiential purchase than after pondering a material purchase. In another experiment, participants were more likely to anticipate that experiences would make them happier than material possessions after adopting a temporally distant, versus a temporally proximate, perspective. The discussion focuses on evidence that experiences make people happier because they are more open to positive reinterpretations, are a more meaningful part of one's identity, and contribute more to successful social relationships. (PsycINFO Database Record (c) 2016 APA, all rights reserved)

## Subjects Prior to Material and Experiential Purchases



Mean self-reported ratings  
(Kumar et al, *Psychological Science*/The Atlantic)

## HEALTH

## There's More to Life Than Being Happy

Meaning comes from the pursuit of more complex things than happiness

EMILY ESFAHANI SMITH JANUARY 9, 2013

*"It is the very pursuit of happiness that thwarts happiness."*

In September 1942, Viktor Frankl, a prominent Jewish psychiatrist and neurologist in Vienna, was arrested and transported to a Nazi concentration camp with his wife and parents. Three years later, when his camp was liberated, most of his family, including his pregnant wife, had perished — but he, prisoner number 119104, had lived. In his bestselling 1946 book, *Man's Search for Meaning*, which he wrote in nine days about his experiences in the camps, Frankl concluded that the difference between those who had lived and those who had died came down to one thing: Meaning, an insight he came to early in life. When he was a high school student, one of his science teachers declared to the class, "Life is nothing more than a combustion process, a process of oxidation." Frankl jumped out of his chair and responded, "Sir, if this is so, then what can be the meaning of life?"

# APPLY BEHAVIORAL PSYCHOLOGY TO YOUR TALENT ACQUISITION STRATEGY

BASIC CONCEPT: Authentic Signaling Matters

[Evolutionary Psychology in the Business Sciences](#) pp 225-256 | [Cite as](#)

## The Role for Signaling Theory and Receiver Psychology in Marketing

Authors

Authors and affiliations

Bria Dunham

Chapter

First Online: 22 April 2011

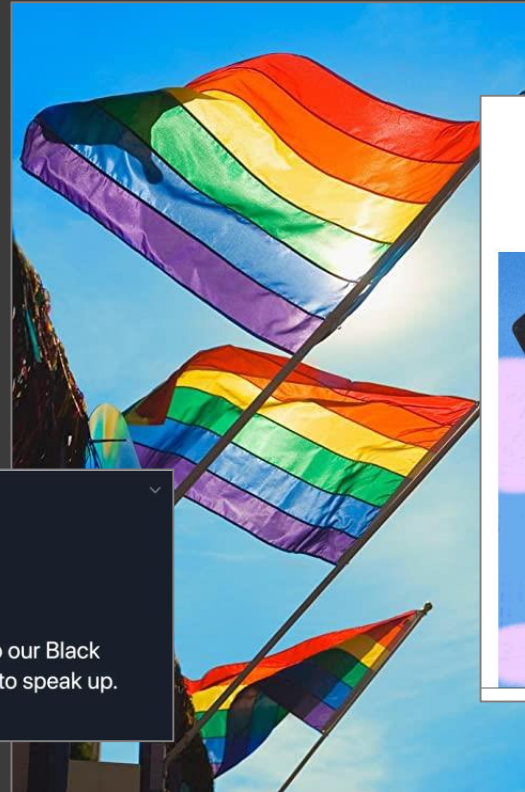
14

2k

Citations Downloads

### Abstract

Within marketing contexts, messages are effective when consumers find them both believable and relevant. An understanding of signaling theory and signal receiver psychology, a study of animal and human behavioral ecology, can help marketers understand the importance of crafting believable signals. Effective signals must fundamentally be believable by receivers and generally accomplish this by linkage, either through



To be silent is to be complicit.  
Black lives matter.

We have a platform, and we have a duty to our Black members, employees, creators and talent to speak up.

4:30 PM · May 30, 2020 · Twitter for iPhone

## Are You 'Virtue Signaling'?

Probably. But that doesn't mean your outrage is inauthentic.

By Jillian Jordan and David Rand  
Dr. Jordan and Dr. Rand are psychologists.

March 30, 2019



# THE PROOF OF CONCEPT



Identify an environmental friendly alternative for traditional conference giveaways.



Strategic partnerships with unique Non-For-Profits that align deeply to the audience we intend to attract.



Our partnerships should align deeply to our Values of Caring and Diversity and Inclusion in ways that demonstrate #LifeAtCummins.



Our engagement with the intended audience should not only help them understand our Values, but more importantly should inspire and help our future candidates feel a part of our Values.



GET INSPIRED



# BUILD & MEASURE A PROOF OF CONCEPT

- 1.State the opportunity
- 2.Show the data
- 3.Design the Proposed Solution (Don't neglect KPIs)
- 4.Tie it to a bigger Strategy
- 5.Have the Meeting Before the Meeting



# BUILD & MEASURE A PROOF OF CONCEPT

From

*Traditional booth branded merchandise "giveaways".*

**girls  
inc.**

Inspiring all girls  
to be strong,  
smart, and bold

To

***Event based non-profit partnerships that allow desired candidate to connect with the Cummins Values in meaningful ways.***

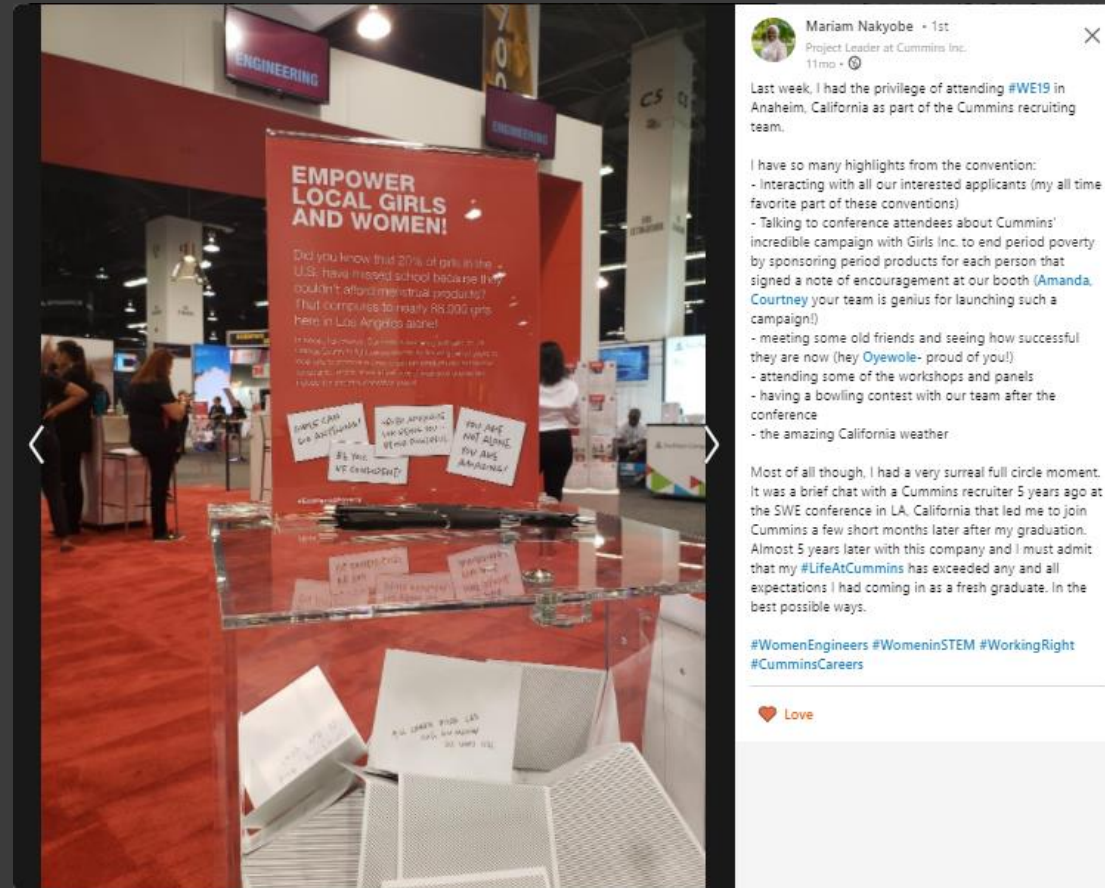
**What does this look like for Society for Women Engineers?**

The SWE Booth will feature a partnership with Girls Inc.

**What does this activity look like at the booth?**

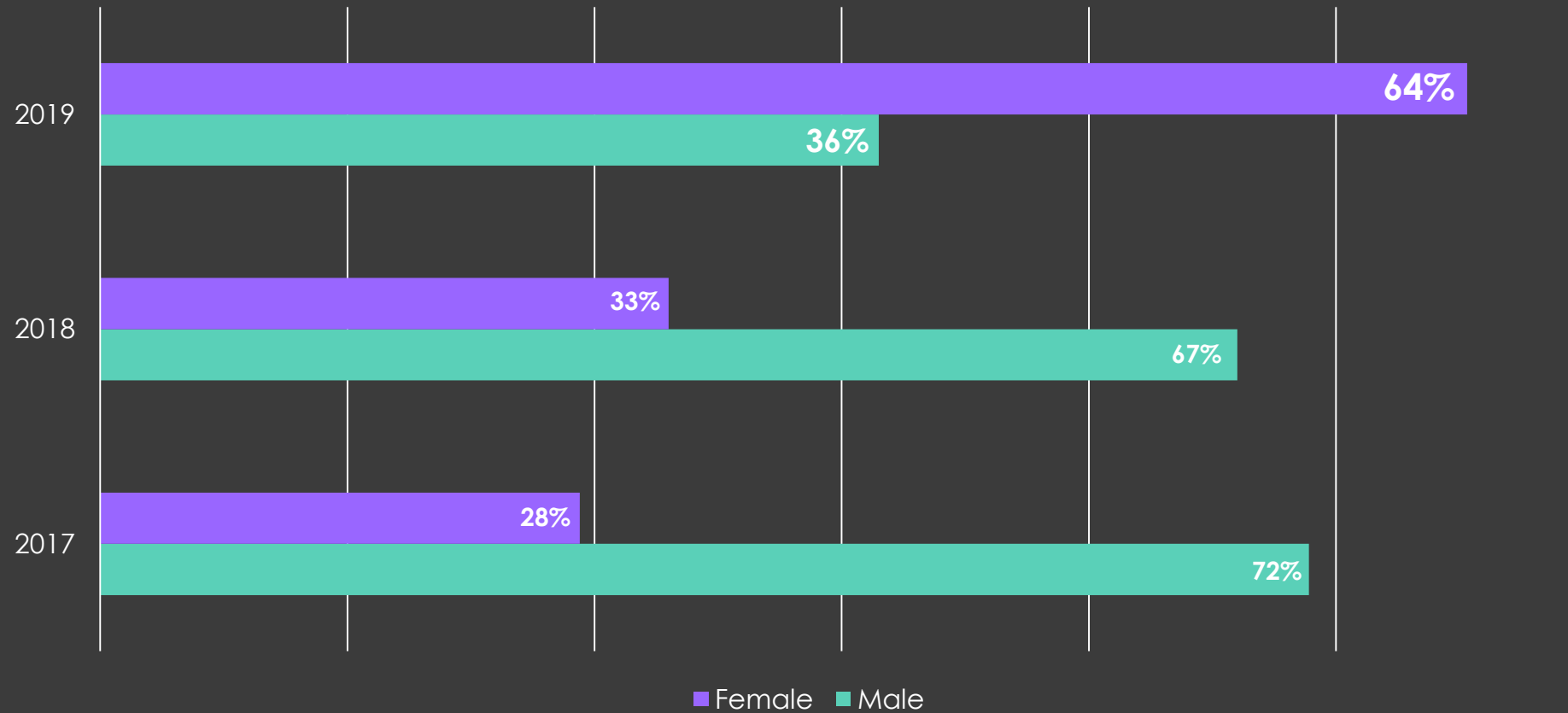
Engagement stations will be on the outer areas of the booth. When a candidate has checked in via iPad they can write a note of inspiration to a girl in need and drop it into the engagement station box. For each note, Cummins will sponsor 1 month of menstrual products for a girl in need in the LA area. We encourage individuals to share their experience on social media and to use the hashtags: #LifeAtCummins #WE19

# BUILD & MEASURE A PROOF OF CONCEPT

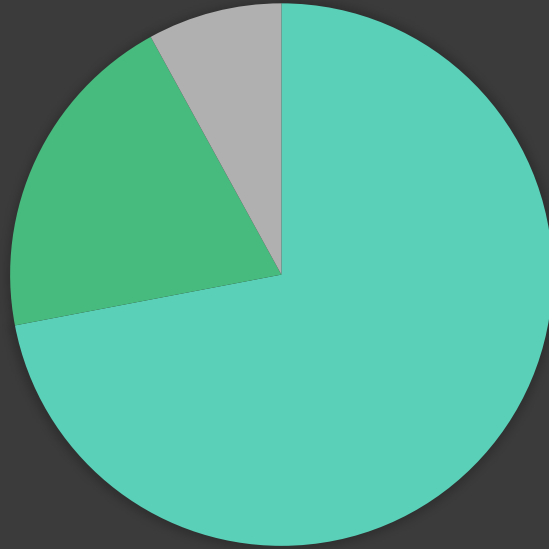


# BUILD & MEASURE A PROOF OF CONCEPT

Booth Visitor Sample Data

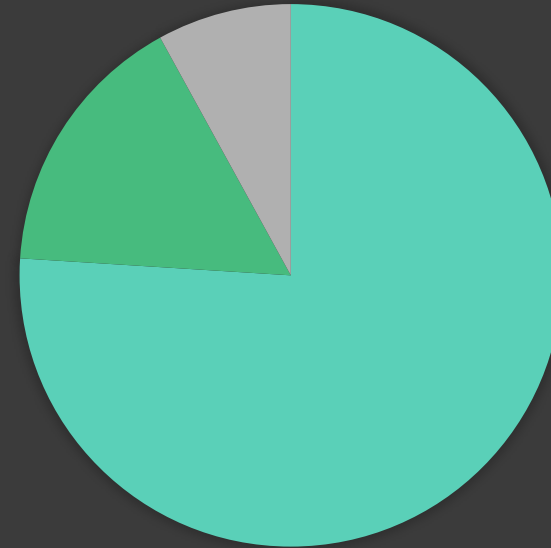


# BUILD & MEASURE A PROOF OF CONCEPT



■ Strongly Agree ■ Agree  
■ Disagree ■ Strongly Disagree

CUMMINS' CHOICE TO PARTNER WITH THE NON-PROFIT GIRLS INC. IN LIEU OF A BOOTH GIVEAWAY HELPED ME BETTER UNDERSTAND ITS **COMMITMENT TO THE VALUE OF CARING.**



■ Strongly Agree ■ Agree  
■ Disagree ■ Strongly Disagree

CUMMINS' CHOICE TO #ENDPERIODPOVERTY HELPED ME UNDERSTAND IT'S **COMMITMENT TO THE VALUE OF DIVERSITY & INCLUSION.**

# BUILD & MEASURE A PROOF OF CONCEPT

92%

INCREASED THEIR FEELING THAT CUMMINS IS **A COMPANY THEY WOULD WANT TO WORK FOR**

*"It really means a lot to see how a potential employer engages in social issues and helps better our communities. Keep pushing and making difference to this girl's lives."*

84%

PREFER CUMMINS' TO PARTNER WITH A **FEMALE SPECIFIC NONPROFIT IN THE FUTURE**

*"I adore the idea of #endperiodpoverty, there are lot of girls out there who suffers and are in need of resources. Thanks to SWE, Cummins' and Girls Inc. for taking initiative"*

*"Cummins has a stellar reputation for doing good by the community. Kudos to the effort! I would love to be a part of Cummins soon."*



# EXPAND A PROOF OF CONCEPT



Identify an environmental friendly alternative for traditional conference giveaways.



Strategic partnerships with unique Non-For-Profits that align deeply to the audience we intend to attract.

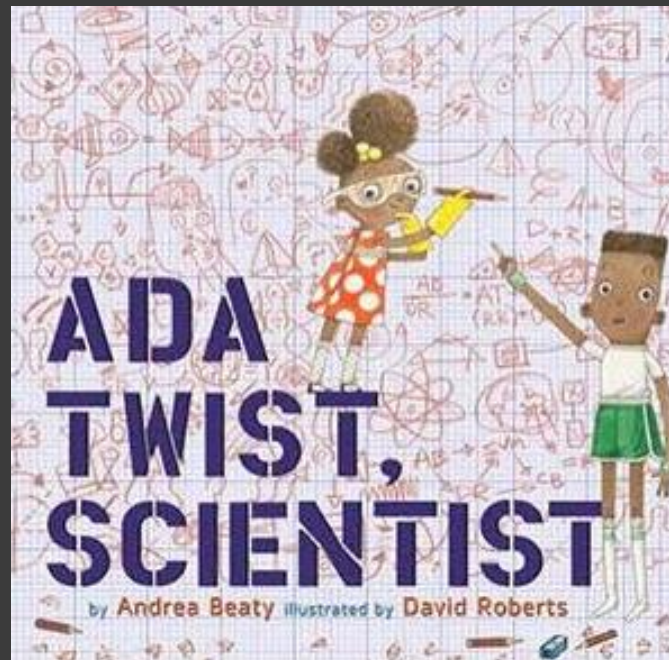


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# EXPAND A PROOF OF CONCEPT



# EXPAND A PROOF OF CONCEPT:

## DIVERSITY FIRST THINKING BEYOND CONFERENCES

- Employer Value Campaigns
- Supplier Selections
- Speaking Engagements
- Candidate Care

Q&A