

## **TRAINING APPLICATION**

### **TAILOR-MADE COURSES FOR INTERNAL STAFF DEVELOPMENT**

#### **1. Shop/Factory Floor Awareness one day workshop**

Through research conducted among employees within manufacturing, retail, and services companies on CSR, The ICSD identified that there was a need for training on the shop/factory floor level to gain a better understanding of CSR and its impact on the wellbeing of a growing nation.

**2. A one-day internal Champion's Training Package** – aimed at decision-makers within a company -- on Corporate Social Responsibility offers good information; good, because it is accurate, practical and easily implemented. Presented by The Institute for Corporate and Social Development – ICSD (South Africa) the course covers key strategic areas

**3 A one day programmed** to how to develop job skills and identify entrepreneurial opportunities to help jobseekers find work or become self-employed.

**4 Alternative short course, aimed at managers and supervisors**, on the Implementation of Awareness Programs teaches the basic fundamentals of CSR, based on up to date trends.

#### **WORKSHOP/TRAINING PROGRAM OPTION EXPANDED**

- Train Trainers and Facilitators on the ICSD model for Clients
- Facilitate Clients Trainers conducting ICSD internal workshops, summarise the findings and present the recommendations
- Run the Full ICSD Comprehensive Workshop
- Develop Customised Workshops/Training Programs based on the ICSD model

#### **Why are these awareness training programs necessary?**

Change over recent decades in the South African economy, political arena and social infrastructure has jolted us out of our personal smug assumptions about how businesses go about meeting public expectations. As consumers we assume that the core objective of any business is to maximize their bottom line, yet to remain competitive enterprises must consistently seek to grow customer loyalty through clarity, ease, certainty and trust. As consumers we understand that financial freedom is a significant element of our day-to-day lives, yet millions of fellow South Africans are unemployed or work for minimal wages, most of whom are wholly dependent on welfare - child-support, old-age, disability or other types of social grants - in order to survive.

While the rest of the population is acutely aware of the social problems in the country, the general assumption is that some institute or government body is sponsoring this vast vulnerable section of humanity – organizing charity drives, printed literature on HIV/Aids awareness, social grant beneficiaries, officially authorized in-service skills training, low-cost housing, healthcare, and so forth.

#### **We believed these fundamental needs were adequately taken care of. We were wrong!**

As the economy tumbles government is hard pressed to continue financing many of its worthwhile charitable projects to lend a hand to the poor and jobless. According to a recent South Africa survey the number of social grant beneficiaries has increased by more than 300 percent in the past nine years, while the number of registered individual taxpayers has grown at a much slower rate. Only about 12 percent of South Africans – 5.9 million individuals – paid personal income tax in 2009/10, while 14 million claimed some or other type of welfare funding.

#### **Alternatively, South Africa needs a better model to empower individuals to make a name for themselves in their respective careers or succeed as self-regulating entrepreneurs.**

What we thought we knew kept us from recognizing the long-term consequences of consistently high levels of unemployment; the growing impact of HIV/AIDS mortality on families and the economy, urban crime; poverty; the effect of climate change on food production; food deprivation; and environmental degradation.

#### **When 'doing the best we can' is no longer good enough!**

While it's clear that South Africa is faced with a daunting array of social problems and while public authorities and non-profit agencies typically tackle each malady separately, only limited success is achieved. More police might help dampen crime but that doesn't help solve unemployment. Long-term welfare dependence is not a productive solution and often leads to family dysfunction, low self esteem and depression.

## South Africa needs a better model to empower communities ... with a massive boost through a nationwide Corporate Social Development drive!

If we bear in mind the above modern realities, social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy, society and the general ecosystem. It is a commitment everyone must put into effect sound community development; and contributing towards social, cultural and ecological causes.

### So what does successful Corporate Social Responsibility look like in action?

Therefore, taking the above into account, companies should send employee teams to volunteer their time as part of the new reality of Corporate Social Responsibility? Volunteer programs benefit companies in areas including marketing and brand awareness, innovation and R&D, leadership development, as well as voluntary work in art, healthcare and efficient implementation of development projects. This responsibility should be dynamic, performing activities that directly advance social goals. For instance, businesses can use ethical decision-making to become involved with

- Pro-poor community investment projects
- Micro-finance initiatives
- Programs to encourage entrepreneurship
- Community investment strategies involving climate change adaptation, and
- Responses to environmental challenges.

### South Africa needs a new emphasis on community health initiatives!

Poverty alleviation is a top priority so that communities may become self-reliant and empowered. Employee volunteering can be utilized to promote active participation toward enabling all community members to meaningfully influence the decisions that affect their lives; engage community members in learning about and understanding the economic, social, environmental, political and psychological impacts associated with alternative courses of action; work actively to enhance the leadership capacity of community members, leaders, and groups within the community; and developing family-friendly policies is one area that government and local businesses could work together.

### Every South African deserves to lead a good life.

Consequently, South Africa is calling for all businesses to adopt a worthy **Pay-It-Forward** business ethos where companies don't just work hard to create shareholder value but also to enrich society through job creation, advancing education and skills training, improved healthcare awareness, social integration, community development, advancing knowledge of new agricultural methods and environmental preservation – in short, making corporate social responsibility more meaningful than mere handouts for the deprived and to many leaders in Business who are already far down this road to take on the responsibility of talking about their CSR Investment activities using various media as a platform to raise an awareness and encourage participation.

### What is of cardinal Importance is the aim to stimulate growth and welfare by creating more jobs and wealth!

Every day businesses spend an exorbitant amount on advertising, marketing and surveys in a bid to boost their bottom line, yet in reality many market leaders across all commercial sectors are at risk of economic failure. The good news is that not only can this worst-case scenario be prevented, but for companies that pay attention to actively promoting *Corporate Social Responsibility* the spin-off can take advantage of an unprecedented growth opportunity. Our mission in promoting *Corporate Social Responsibility* is to explain the parameters of the solution for your business success and to map out a plan for your continued progress.

### For the first time in history, businesses are being tasked to do something other than engage in commerce.

There is an enormous gap between understanding consumer dynamics, analyzing marketplaces and market spaces, anticipating the impact of technological change on businesses and consumers, and looking into the future. Business managers today face a much more daunting task than ever before. Not only must they work to earn profits to satisfy shareholders, but they also must appease the demands of other stakeholders, including customers, employees, suppliers and communities. These expectations form an integral part of the corporate social responsibility business ideology that has expanded business ethics.

### Things must change!

We live in a world that is more stressful, less accommodating and increasingly complex. At the same time, much of the support infrastructure that has fortified and sustained our society is breaking down. While some aspects cause us stress some make us question policies and institutions that we were taught since birth to accept. One by one, the institutions that have historically safeguarded our values have begun to fail us. Families too have changed dramatically over the past four decades. The Hiv/Aids pandemic has robbed thousands upon thousands of children of their parents and close relatives; many households today are headed by children as young as 12 years.

For many, trust in total reliance on government for support is slowly eroding; many impoverished communities believe that the people running the country don't really care what happens to them. The same opinion holds true in education. Everywhere from white-collar professionals to unskilled school-leavers express concern that they simply can't maintain a standard of living or just get by.

### **We are left with only one option.**

We must be willing to shape ourselves and our institutions to deal with the new realities. We must learn from the present to anticipate the future and to do that we must know and understand the present situation.

### **But what if we fail to take action?**

If this is the case, I'm afraid that the future of South Africa looks very bleak. If we fail to dramatically increase job creation and entrepreneurial opportunities millions of people will continue to live in poverty. If we fail to combat the HIV/Aids pandemic and increasing incidence of chronic diseases such as cancer, heart disease and mental health problems, our country is heading towards a tragic future. Currently the population is experiencing a double burden, with 'modern' diseases appearing in addition to the old ones that remain unresolved as a result of continuing poverty. Consequently, the last decade in South Africa has seen a decline in life expectancy rather than the expected improvement. This reflects in part the overall lack of primary care services, especially in rural areas, but also stems from the absence of effective health information strategies. The major reasons for this increase include higher smoking rates, higher rates of obesity, and lack of physical exercise.

Yet very little money has been put into gender-sensitive strategies for health promotion, detection and treatment of risk factors, and early signs of clinical disease. Problems related to mental health have also received very little attention in developing countries in general and in South Africa in particular. This reflects in part the fact that these problems are not major causes of death. However, they are responsible for a huge burden of distress and disability, especially among the poor. Very little information is available on mental health problems in the South African population. However, a recent study by the Medical Research Council indicated that severe depression is the second leading cause (after HIV) of years lost due to disability among South African women. Both depression and anxiety disorders are much more common among women than men. This reflects the continuing gender inequalities in South African society and their link to poverty.

Low socio-economic status, unemployment and lack of education are all important factors underlying depression in women. These are found especially among rural black women who comprise half of the poorest people in South Africa. For these women, depression and anxiety are often exacerbated by low status and lack of autonomy in decision-making. There is also growing evidence of the link between gender violence and mental health problems, including post-traumatic stress disorder. Finally, the HIV epidemic is a major cause of depression both among those (predominantly women) who are affected and among those caring for others.

## **BENEFITS**

Motivated empowered staff = better service = happy customers = more business=better profits = satisfied shareholders

- Growth and Development of Staff
- Job satisfaction through knowing that there is a higher value to humanity in the service provided
- Programs/Workshops are easy to implement and are sustainable
- Corporate Social Responsibility by Investing in a better service for the betterment of all.
- Public Relations and Media Cover through Corporate Social Review
- Cost Effective Program run by Non-Profit Company

## **OBJECTIVES**

Towards fulfilling the Purpose

- The objectives are - for each participant to achieve an understanding of the individual value of their contribution to the workplace and to embrace it.
- To feel sense of self worth understanding the value of the service they provide and how it is helping others

- To feel empowered to make the decision, when providing a service where special assistance is needed, and a decision needs to be made, to provide the service
- To be the decision makers through ownership in the Compassion through Conversions Promotional Program

#### **ADDITIONAL VALUE**

Continuous Interaction - an ongoing interactive communication program is recommended for the following reason:

- To ensure the objectives are maintained
- To ensure longevity of the program
- To maintain consistency
- For the program to have the biggest impact and show results
- To show commitment from management
- For the program to be sustainable