Values & Corporate Social Responsibility

Enlightened Leadership and Corporate Social Responsibility in Action! The most notable application of the values-driven model of excellence illustrated overleaf was at the Digital Equipment International BV plant, (Galway) in the early nineties. This highly acclaimed project, which embraced an extensive and diverse series of enterprise and career development programmes and related staff mentoring and counselling services (c. 450 displaced managerial, technical, professional and administrative staff), is generally cited as the Irish outplacement model of excellence. It should be explicitly recognised from the outset that how fairly and credibly (sensitively, thoughtfully and caringly) departing employees are treated are crucially important issues for the morale, motivation and disposition of remaining staff, the retention of talent, and the brand, reputation and renewal potential of the organisation (see: Brand, credibility and reputation are just a "tweet" away). Genuinely caring organisations will provide substantially more than a mandatory financial settlement and cursory generic advice to employees who have given loyal and valuable service. Authentic, values-driven organisations anticipating change resulting in significant "recruitment" (or whatever the euphuism) will be concerned to ensure that displaced employees are suitably developed to adapt to the changing circumstances and equipped with the skills, knowledge and attitude to mitigate anxiety and stress (personal and family) and identify, research and pursue alternative career options and opportunities. This is the essence of enlightened leadership and corporate social responsibility today.

Helping displaced employees rebuild confidence in their competence, resourcefulness and self-efficacy

Facilitating Necessity Entrepreneurship and Involuntary Career Change

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Digital Equipment Corporation
A Values-driven, Pioneering Initiative

Honesty and respect for customers and employees
Helping staff respond constructively, adaptively and creatively to the personal, professional and emotional challenges of workplace change

A values-driven, caring and socially responsible intervention designed to modulate anxieties and provide creative and practical help to people, communities and organisations in transition

There is a difference between what you have a right to do, and what is the right thing to do - Stewart
Corporate Social Responsibility in Action! The most notable application of the values-driven model of excellence illustrated was at the Digital Equipment International BV plant, (Galway) in the early nineties. This highly acclaimed project, which embraced an extensive and diverse series of enterprise and career development programmes and related staff mentoring and counselling services (c. 450 displaced managerial, technical, professional and administrative staff), is generally cited as the Irish outplacement model of excellence. It should be explicitly recognised from the outset that how fairly and credibly (sensitively, thoughtfully and caringly) departing employees are treated are crucially important issues for the morale, motivation and disposition of remaining staff, the retention of talent, and the brand, reputation and renewal potential of the organisation (see: Brand, credibility and reputation are just a 'tweet' away). Genuinely caring organisations will provide substantially more than a mandatory financial settlement and cursory generic advice to employees who have given loyal and valuable service. Authentic, values-driven organisations anticipating change resulting in significant ‘decruitment’ (or whatever the euphuism) will be concerned to ensure that displaced employees are suitably developed to adapt to the changing circumstances and equipped with the skills, knowledge and attitude to mitigate anxiety and stress (personal and family) and identify, research and pursue alternative career options and opportunities. This is the essence of enlightened leadership and corporate social responsibility today.

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A Values-driven, Pioneering Model of Excellence

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