

# CARE TO DO BETTER

Building trust to leave your people and  
your business net better off

  
accenture

In conjunction with Marriott International



**Go to [www.menti.com](https://www.menti.com) and use the code provided in session**

**What is your biggest culture challenge  
in your company?**

# Responsible businesses will have the pick of the talent

Roughly 1 in 2 workers agree that the ethical, sustainable and moral values that a company holds will become more important to them personally after the pandemic passes.

An important step forward on that path is to reframe the role of the CHRO and nurture a new kind of relationship for people to have with their work and employer.

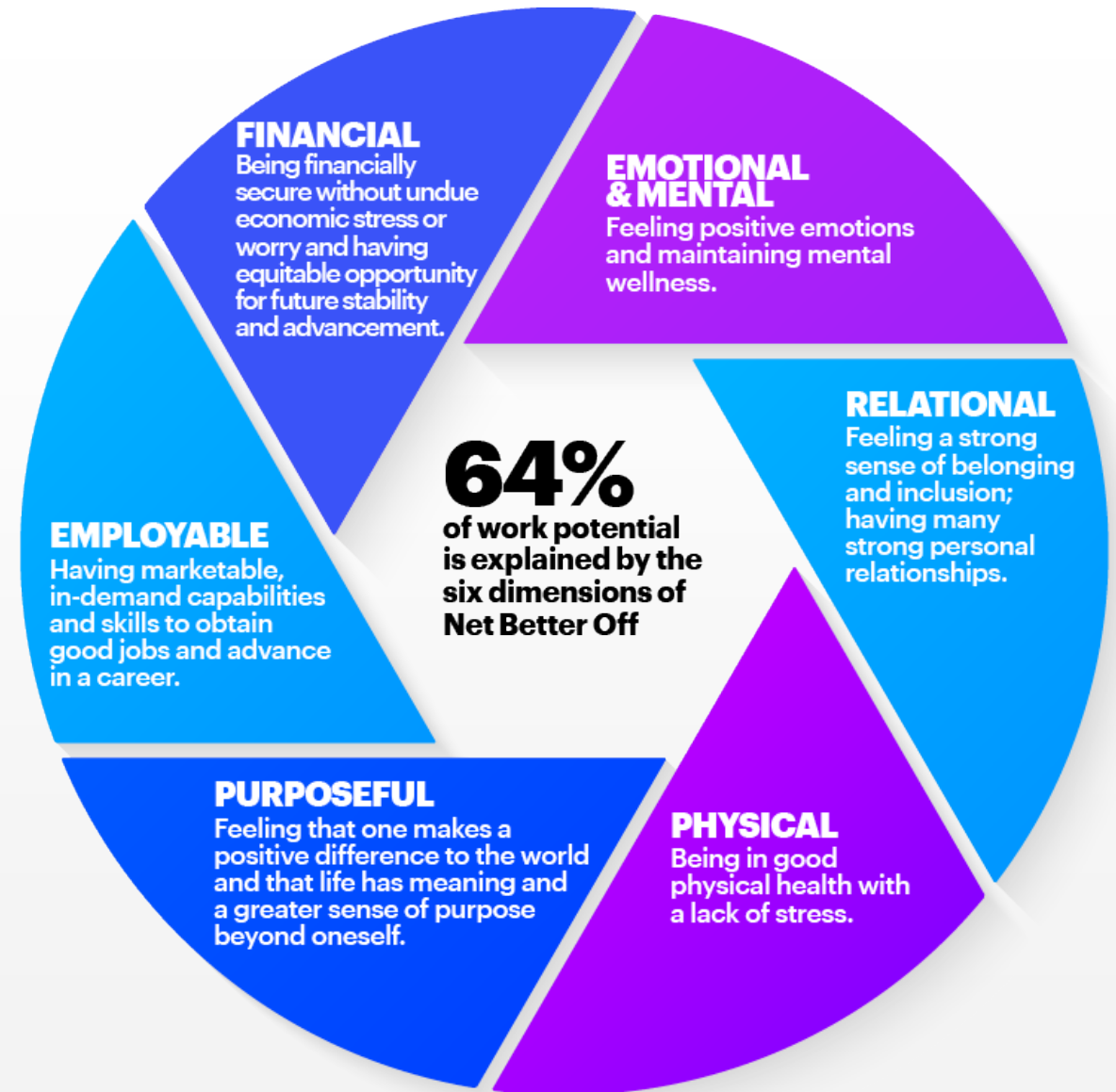


# Introducing a groundbreaking new model: Net Better Off

By meeting six fundamental human needs through work, companies can unlock their people's full potential. We call this framework "Net Better Off".

Net Better Off measures and brings into focus what inspires workers' potential.

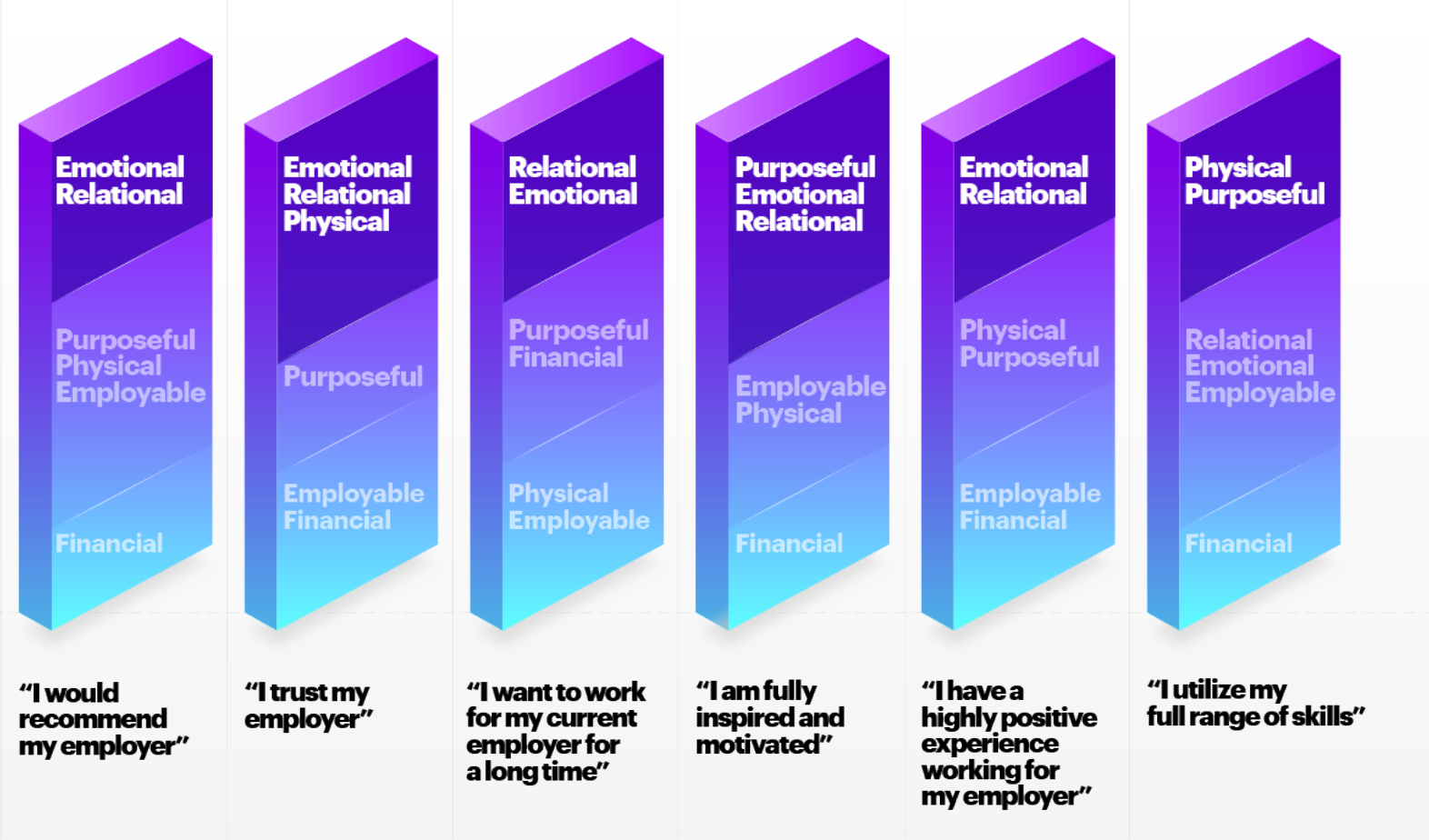
We found that each of the six dimensions of net better off were significantly correlated with people trusting their employer.



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**What dimensions of Net Better Off  
are you MOST focused on right now?**

# The strongest drivers of worker behavior are attributed to the Relational and Emotional dimensions of Net Better Off



Relative impact of Net Better Off dimension on workers' behavior

Key: ■ Weaker ■ Moderate ■ Stronger

# And Modern Boards are focused on...

## *Critical workforce elements and act on data to improve capabilities*

Workforce metrics most commonly discussed among Modern Boards are related to talent and attraction, wellness and resiliency, and workforce data.

**52.5%**

**TALENT AND  
ATTRACTION**

**56.2%**

**WELLNESS AND  
RESILIENCY**

**48.9%**

**WORKFORCE DATA**

# Five sweet spot practices

Through statistical testing of more than 20 business practices, we've identified five Sweet Spot Practices that are sure to maximize results and pay dividends for both individuals and the organization.

## PEOPLE

Become net better off and unlock their potential



## 5 SWEET SPOT PRACTICES

- 1 Enable continuous learning** to ensure a future-ready workforce that can shift at scale.
- 2 Listen to what your people need at the front lines**, empowering them with real-time data.
- 3 Use technology to enable flexible work arrangements** and more creative work for your workforce that is increasingly dispersed.
- 4 Champion workforce well-being and equality.** Safety and relational needs are more important than ever.
- 5 Set and share people metrics.** Take accountability for diversity and equality, and be transparent and engage in intentional conversations that matter to your people.

## ORGANIZATIONS

Improve revenue growth potential





# Secrets of success for modern HR

We found three ways in which HR trailblazers approach their work differently than their peers in other organizations.



Yet within our study we found that less than 20 percent of organizations are modern HR leaders.

**Ask us anything**

# Tools from the session



## CARE TO DO BETTER RESEARCH REPORT



## MODERN BOARDS RESEARCH REPORT

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# THANK YOU

  
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