

**CSR Lab facilitated by :**

**Great place to work**

**Moderator:**

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**Speakers:**

Pia IMBS,  
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Jamie BURTON  
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Marc Philip KAUFMANN  
General Manager - Directeur  
Real Estate & Development,  
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## 22B- Sense of work: driver of engagement and wellbeing

### CONTEXT

*Companies can positively impact society through their activities. Having a sense of work is a driver of employees' engagement, performance of the company and is an important attractor for future candidates. Participate to discover which levers companies use to convey to their employees a sense of work.*

### SYNTHESIS OF DEBATES AND/OR CONCRETE PROPOSALS

**What is the sense of work? The answer to this question is very personal. Yet, is it linked to four aspects: feeling useful, the link between collaborators, activity (content of work) and comfort in its large meaning (which includes team spirit, support for parenthood, decrease of the feeling of stress, better health, sport...).**

**The three speakers agree on the potential of a company which does not limit itself to its managing team but includes the whole of its collaborators. For instance, Decathlon is looking to co-create a common dream, a unique vision by federating all the teams across the world (around 70 000 collaborators). Employees are the basis. Without them, no CSR, no development, no company. Managing the "human resources" should therefore require equity, ethics and employability.**

**Work mostly make sense through trust, recognition, internal communication, a certain autonomy, respect, responsibility and exchanges amongst collaborators for the common good. To live those values creates a sense of pride, fosters team spirit and increases motivation. All this contributes to a strong engagement of the employees who can then work for pleasure.**

**For the three speakers, the questions "Why are we here?", "What for?" are crucial. It is important to always remind the collaborators of the projects and vision of the company, in order for all of them to participate to the common project and contribute to both the economic performances and satisfaction of the people.**

**Within those questionings, is it « what we do » or « who we are » which gives a sense to work? Every single person is important in the company. Every single person has talents to exploit, to develop, to reinforce. Combined to those of the others towards a common objective, these talents bring about excellence.**

**Nowadays, employees want to be recognized, and recognized as persons. Better trained and better informed, they want to blossom through work. To better prepare tomorrow, the direction and managers should be attentive to this need. In view of performance, one of the current challenges is to attract talented collaborators, to bring them wellbeing in the workplace in order for them to stay and progress alongside the company.**

### THEY SAID IT

**MARC PHILIPP KAUFMANN :**

« Make your boss crazy about the new way of working.  
« Be yourself, don't copy another person, you have all inside you. »

**PIA IMBS :**

« To have leadership is first to try... it comes with experience in life and self-confidence »

**JAMIE BURTON :**

« Each person has her role, if you want to copy someone else, you will fail, you are you. »  
« Employers need you. »  
« You just have to try! Failure is not an option: you learn, you build on it. »

**To discover more (indicate useful links or mentionned referral during the CSR Lab)**

- Communication campaign of Decathlon: « Do you believe great things can happen? » ... « Do you believe you can make great things happen? »