

Springboard Forward's Business Solution

A job is just the beginning...



Problem: US Poverty Has Changed

- 63% of people in poverty are employed
- Loss of American Ideal: If work hard, you'll get ahead
- Causing severe loss of hope
- People cycle through low-wage jobs, with no idea how to advance into something better
- **Employment Alone Does NOT Solve Problem**

Business Problem

- As low-wage workers lose hope, they disengage from jobs
 - High turnover
 - Poor performance
 - Poor customer service

Springboard's Solution

Business Investment in Career Development

Engaged Employment™ is Missing Link

- *Workers Advance*: when people discover paths that engage them, they find hope, build confidence and advance faster
- *Business Improves*: employee engagement linked to lower turnover, better performance, better customer service



Springboard's Solution

A Fundamentally Different Approach

- Onsite Career Mapping
- Executive Coaches
- Management Training
- Outcomes Measurement: Kenexa alliance

Use current job as a *springboard* to a lifetime of engaged employment



What's Different

- Focuses on working poor, not unemployed poor
- Career skills, not job skills (without a vision for future, people have no future)
- Recognizes that career advancement does NOT only happen vertically (career ladders)
- Works through employers -- creating a win-win for business “buy-in”
- Long-term funded by business



Springboard's Proven Results

“This program proved to be the crucial factor in my employees’ success.”

–Employee Supervisor, Home Depot

Home Depot pilot

- 86% still employed after one year, compared to 38% storewide
- 14 of 14 managers reported increased satisfaction with their employee’s performance
- 97% of Springboard’s clients completing coaching programs have Individual Development Plans for advancement
 - Pursuing career as plumber
 - Furthering education
 - Assistant store manager



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Springboard Engaged Employment Data

Retail Client Engagement July-November 2006

30 Employees at 9 Bay Area Sites

- Springboard's programs **nearly doubled** employee interest in staying and advancing within company
- **9 out of 10 employees** reported that they would be satisfied as a company customer, a 27% increase from the beginning of the program
- For a survey item about factors pertaining to their relationships with managers, employees indicated improvements ranging from 27-67%, as measured by trust, communication and feedback to develop their careers; at the end of the program **93% reported they trusted their direct managers**
- **8 out of 10 employees** reported feeling greater clarity about the career they want in the future, as compared to 5 out of 10 in the beginning; each individual completed the program with an Individual Development Plan building from their current job
- **87% feel more hopeful** about their futures after 4-month program



Spotlight: Client Success

“There aren’t too many programs for people like me who have worked all their *lives and never had a chance to move up. I see a career path that’s open to many new things!*”

Giselle: Stanford dining services employee

- Through coaching program, identified goal to attend culinary school
- Found financial aid through employer
- Now attending the Culinary School of San Francisco full-time while also working part-time at Stanford
- Now making her dream a reality



Successes

- **Successful pilot at Home Depot**
- **Strategic Alliance with Kenexa**
- **Three paying customers w/measurable results**
 - Bon Appetit
 - Solectron
 - City of Palo Alto
- **National recognition**
 - Ashoka
 - Fast Company
 - Robert Reich, former US Sec of Labor

Springboard's Vision

Changing the Landscape

- Raise \$1.4 million for 3-year demonstration of business value
 - Kenexa measuring employee engagement => ROI
 - On track to add 2-3 employers in 2007
 - 30-store demo in 2008
 - \$400K raised from C. S. Mott Foundation & Jensen Group
- Serve over 1,000 workers to get longitudinal data
- Market to national retail and services industry, building to 100% earned income model
- Serve *hundreds of thousands* across country, paid by industry

