

# EMERGING WORLD

2020 Corporate International Service Learning  
Long Term Impact Study - Prospectus

January 2020

In an age where people's search for meaning in their work is so important, Corporate International Service Learning (CISL) programmes provide a brilliant way for companies to provide powerful emotional experiences to their employees in a positive and authentic way.

Measuring the impact of these programmes is really important. Not only does effective measurement help to demonstrate value to stakeholders but ongoing research alongside other companies also enables continuous improvement through data comparisons over time, insights from statistical analysis and benchmarking on best practices.



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Founder & MD



**Amanda Bowman**

Corporate Volunteering Director



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**TRANSFORMATIONAL  
EXPERIENCES FOR  
SUSTAINABLE IMPACT**



**EMERGING WORLD**

CHANGE | SHIFT | SHAPE

## **What is Corporate International Service Learning (CISL)?**

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Corporate International Service Learning (CISL) initiatives are immersive experiences in which employees travel across international borders and apply their work-based skills to support third party organisations that serve a social purpose.

These programmes may also be referred to as International Corporate Volunteering (ICV) and Global Pro Bono.

\* Pless, Maak & Staal 2011

## What is The 2020 CISL Long Term Impact Study?

An ongoing international Study on the long term impact that CISL programs have on participants and their organisations. Now in its sixth year, the Study enables participating companies to:

- Provide participating companies with long term impact data to enable deeper understanding of the results that their programs have on participants and their business
- Benchmark their program against cross-industry data

# Reporting CISL Impact since 2015

2015

Study and Benchmark established, reporting on:

- Breadth of learning
- Depth of learning
- Career mobility and retention
- Employee engagement

2016

Study repeated and introduced:

- Business Impact reporting

2017

Study repeated to include:

- Recalculated Benchmark with data from 6 global companies
- Introduced Responsible Leadership reporting
- Public report featuring results

2018

Study repeated to include:

- Deeper levels of analysis

2019

Study repeated to include:

- Recalculated Benchmark with data from 6 global companies
- Introduced Connection to Purpose reporting
- Public report featuring results

# 2020 CISL Long Term Impact Study

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- **Deeper Analysis** – Enabling greater understanding of impact to enable continuous program improvement through design and processes
- **Fresh Insights** - Further analysis will enable insights into CISL program impact to boost the business case for programs by generating long term impact data needed to assess return on investment and demonstrate program value to stakeholders
- **Assessment against 2019 Benchmark** – The Benchmark created in 2019 included data from over 1000 respondents from ten CISL programs and eight companies across multiple industry sectors
- **Further exploration of Connection to Purpose** - To better understand how CISL contributes towards corporate purpose and Responsible Leadership goals
- **Public Communications** – To share new findings and insights that showcase the importance of the CISL approach to develop employees and create business impact

## The value of being part of the 2020 Study

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- **Provides performance evidence** – The Study generates data that will show you how your program is continuing to impact participants long after they have returned from their experience
- **Strengthens impact** – Through analysis and benchmarking, we are able to provide insights that demonstrate how design affects impact. This will help you to focus efforts on program improvements that align with internal business strategies
- **Develops understanding** – Learn about how your program is performing by comparison with other participating companies and through benchmark analysis
- **Builds on success** – Understand the strengths of your program and identify areas of improvement to ensure resources and design enhancements are being placed in the appropriate areas
- **Enables collaboration** – You will have the opportunity to collaborate and share with your peers who manage and develop other successful CISL programs

# The 2020 Study will explore eight different areas of impact



**Depth of Learning:** establishing the depth of learning measures, specific survey questions are mapped against the four levels of Kirkpatrick's evaluation model from Level 1 (Reaction) to Level 4 (Results).



**Breadth of Learning:** how learning is impacted by CISL programs, 12 leadership competencies and behaviours have been identified in consultation with companies and from a range of research papers, as critical for effective global leadership in the future.



**Employee Engagement:** understanding how CISL impacts a participant's engagement with an organisation and its values.



**Career Mobility:** understanding how effective CISL is at building the skills and competencies required for career mobility.



**Loyalty & Retention:** understanding how CISL impacts loyalty and retention which enables organisations to build on an individual's existing knowledge, and maximise their transferrable skills.



**Business Impact:** establishing how CISL impacts business results, by asking participants to select those areas of business impact where they feel their experience contributes



**Responsible Leadership:** understanding of how leaders think and act in terms of stakeholder interests, business ethics and corporate responsibility

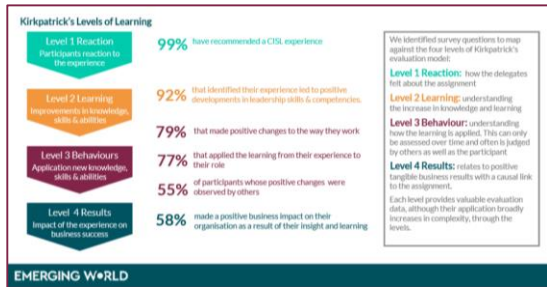


**Connection to Purpose:** Understanding how CISL supports a deeper connection to corporate Purpose



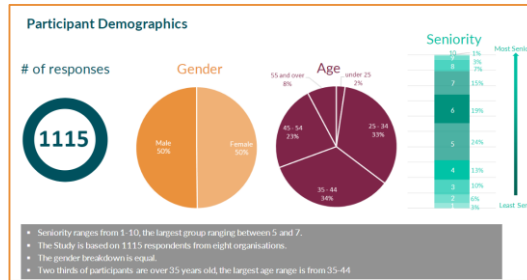
# 2020 CISL Study Components

## 1. IMPACT



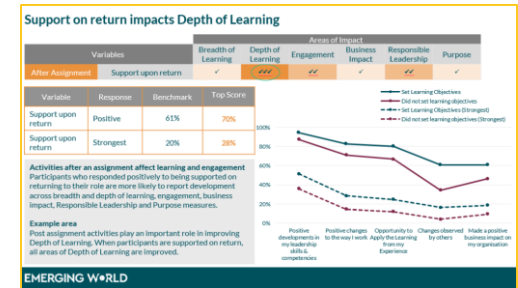
Your **individual company report** will be presented to you (and your team) and will include demographic data on participants as well as results compared against the 2019 Benchmark. It will showcase areas of best practice and opportunities for continuous improvement

## 2. INSIGHTS



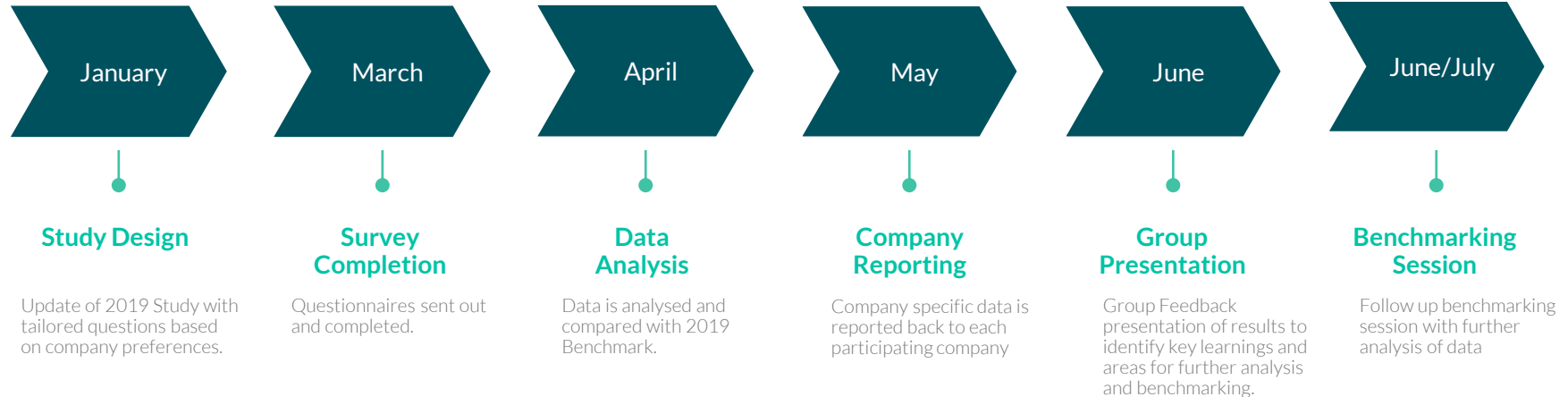
You will be invited to attend a **group presentation** alongside other participating companies. This presentation initiates the benchmarking process and provides data insights through the statistical analysis of all participating companies' data.

## 3. BENCHMARKING



You will also participate in an **in-depth benchmarking session** through which participating companies share insights and good practice to strengthen their programs.

# 2020 Study Timeline



## Does my program fit the Study?

We invite you to join the Study if you have:

- ✓ An established CISL, International Corporate Volunteer or Global Pro-bono program that has been operational for at least 15 months
- ✓ 35 Participants or more (cumulative)
- ✓ An interest in measuring dimensions such as Learning and Development, Responsible Leadership, Employee Engagement, Business Impact and/or Career Mobility
- ✓ The desire to explore ways to improve your overall program through exchange with other companies

### To learn more...

- Contact: [Amanda Bowman](#)
- Watch: [Watch a recording of an Emerging World webinar featuring details of the 2019 Study](#)
- Confirm: [Confirm participation by 31<sup>st</sup> January 2020](#)

## Testimonials

*“The Study has been a valuable tool in helping us understand the long-term impact of international volunteering on our associates and how these programs help develop leadership skillsets. Our primary objective is to make a positive social impact on the ground with our non-profit partners, but the data that the Study provides on business impact also helps to ensure the sustainability of our program and ongoing resourcing.”*

**Jennifer Farrington, BD**

*“We put impact measurement at the center of our program, so benchmarking with other corporations helps us understand where MySkills4Afrika is strong and where we can focus our efforts to strengthen the program’s impact. By sharing experiences, we now have a clear idea of how to build on our success and we’re also exploring areas of potential collaboration as a result”*

**Wanjira Kamwere, Microsoft**

*“Participating in the CISL Study is invaluable. It helps us to ensure that employees participating in our Global Citizens Program benefit from maximum impact in terms of their learning and development. Equally valuable is the facilitated learning exchange run by Emerging World with the whole group of participating companies. It provides us with an opportunity to benchmark our program: what aspects we excel in as well as where we can learn from the strengths of other programs.”*

**Eva Halper, Credit Suisse**

# Investment

Area	Notes	Fee
Survey Design, Set up and implementation	Options for specific questions to be added to questionnaire; sample size of up to 100 participants	£7,500 or US\$10,000
Individual company report and online presentation	Separate in person workshop can be organized at additional fee	
Group Presentation of overall results & high-level benchmarking		
Benchmarking session to share practice and experience		
External Communications	To be confirmed following initial benchmarking session	

If you would like to cover any additional areas of impact assessment, e.g. virtual volunteering, domestic programs, partner or line manager responses; this can be designed and completed alongside the CISL Impact Benchmark Study. To learn more contact [amanda@emergingworld.com](mailto:amanda@emergingworld.com)

## Contact Details

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