

FireCraft Pizzaworks

Faith and Belief at Work

Date: February 7th, 2025

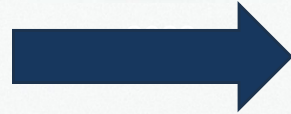
Presented by: Team 13



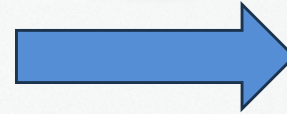
Agenda



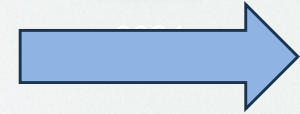
**Situational
Assessment**



ERG Findings



Financial Impact



Recommendations

The Team



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FIRECRAFT

To ignite long lasting culinary passion

Executive Summary

FireCraft Pizzaworks, founded in 2015, **quickly grew** into a disruptive force in the cooking industry, gaining recognition for its innovative pizza ovens and smart cooking technology. However, after experiencing **record sales** during the COVID-19 pandemic, FireCraft has faced a **decline in demand** as consumer interest in home pizza ovens has waned. Leadership is now focused on stabilizing financial performance, with a **key question** being whether to **continue investing in its Interfaith ERG**.



Key Questions

- Should FireCraft continue supporting ERGs?
- Is a faith-based ERG appropriate for FireCraft's workforce?
- Are there alternative faith-based approaches that better align with FireCraft's business goals?



Recommendations

1

Continue the Interfaith ERG

2

Build an enterprise plan to provide adequate support to ERGs

3

Augment faith-based groups with additional programs

Simone



Space for Belonging

The ERG creates a welcoming and inclusive environment where she can discuss faith and personal values

Workplace Connection

It helps her build relationships across departments, making FireCraft feel like more than just a job

Increase Engagement

Participating boosts her morale and keeps her motivated, especially in a job that can sometimes feel routine

Leadership Exposure

The ERG gives her visibility with senior leaders, providing opportunities she wouldn't normally have in her position

ERGs Drive Belonging, Performance, and Culture



Belonging

Employees not involved in ERGs were **1.4 times more likely** to experience a lack of belonging within their organization.



Performance

High belonging is linked to a **56% increase** in job performance and up to **50% decrease in attrition**



Culture

ERG groups offer an opportunity for meaning and purpose as part of **Employee Value Proposition**

Interfaith ERG drives financial gains for FireCraft

700

Employees

\$300 mil

Revenue

9.88%

Employees in Interfaith
ERG

**1.88% above the average of Fortune 500
companies*

Interfaith ERG drives financial gains for FireCraft

738%

Return on Cost

*Assuming 25% reduction in attrition and 25% increase in efficiency

\$86K/month

Reduction in Attrition

*1.77% difference in attrition rate, assuming replacement at 60% of salary

\$560K/month

Increase in Productivity

*Assuming 25% efficiency gain, interpreted as revenue generated per \$ spent on salary

FireCraft sees similar financial gains for ERGs in general

735%

Return on Cost

*Assuming 25% reduction in attrition and 25% increase in efficiency

\$68K/month

Reduction in Attrition

*1.77% difference in attrition rate, assuming replacement at 60% of salary

\$475K/month

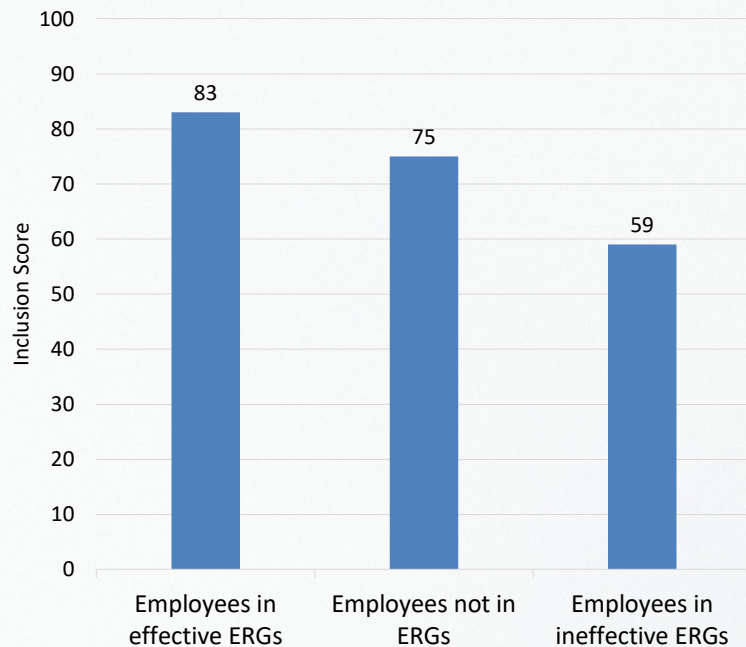
Increase in Productivity

*Assuming 25% efficiency gain, interpreted as revenue generated per \$ spent on salary

These assume an overall 15% engagement with ERG groups

Employees in effective ERGs report higher positive inclusion scores

Average inclusion score by ERG effectiveness



Ineffective ERGs hurt inclusion

A poorly managed ERG hurt organizations more than just simply having no ERG resources

Highly effective ERGs increase Inclusion

ERG programs rated as "highly effective" correlated with a higher degree of inclusion within an organization, a driving force behind decreased attrition and increased productivity

Determine ERG performance by monitoring 5 key areas



External Engagement

Encourage 1 community service project per quarter



Allyship

Monitor groups for feelings of inclusion or discrimination



2022

Leadership Connection

Ensure leadership/executives are represented



Employee Community Building

Check participation across organizations



Career Advancement

Check sentiment in annual employee reviews



Effective ERGs require proper support

- Recognize ERG leaders
- Continue to allocate organization resources
- Allow ERG participation and leadership to factor into performance reviews

FireCraft can add new initiatives to improve future engagement in ERG



Service Sabbaticals

*ROI: 4:1 on dollar spend



Executive Faith and Value Fireside Chats

*No additional cost generated



Faith-Inspired Innovations Challenges

*Expected return >> Cost \$5,000

Risk Management

Risk

Increase discrimination
between different groups

Insensitive leaders create
conflict between individuals

Dangers of unionization in
lieu of failed ERGs

Mitigation

Encourage cooperation
between ERG groups

Leadership training for ERG
management

Proper support from the
organization to ensure
effective ERGs





Recommendations

- 1 Continue the Interfaith ERG
- 2 Build an enterprise plan to provide adequate support to ERGs
- 3 Augment faith-based groups with additional programs

**Thank
You**



Appendix



Resources

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Resources

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Service Sabbaticals

Employees can hit periodic checkpoints to participate in service opportunities. This is good for the employee well-being and also good for company community image.

A projected increase in productivity and retention greatly exceeds the cost of missing the employee temporarily.



Employee Retention

Employees considering leaving the company for a refresh can take time away and return improved.



Employee Attraction

Signals commitment to work-life balance and personal development




Personal and Professional Growth

Employees gain new skills and perspectives leading to increased job satisfaction.




Burnout Prevention

Time away from work allows for mental rest and a reset that allows an employee to fully engage upon return



Service Sabbatical ROI Details (2 weeks every 5 years)

Category	Value
Effective Wage Value	\$4,726
Trip Voucher	\$3,000
Yearly Employee Cost	\$1,545
Eff. Ann. Emp. Replacement Cost	\$4,820
Productivity Boost	\$1,109
Per Emp. New Emp. Reduced Wages	\$136
ROI	4.0



Executive Faith & Value Fireside Chats

Executive Fireside Chats would be a part of the current ERG schedule and wouldn't be any additional burden on time and company resources.



Authentic Leadership and Trust Building


Sharing personal faith and values humanizes leadership and builds trust within the organization

Employee Engagement and Inspiration

Sessions can inspire employees, fostering a sense of purpose and connection to the company's mission and values.

Open Dialogue and Inclusivity

Platform for open communication with leadership on topics of faith and values






Faith-Inspired Innovation Challenges

“Creativity loves constraint”. Engaging employees in this creative manner will lead to moral satisfaction and profits for the company.

Profitable improvements and employee engagement would greatly outweigh the cost of the reward.

#DoGood



Enhanced Creativity and Problem-Solving



Drawing upon diverse faith-based values can lead to innovative solutions and unique approaches to business challenges.

Inclusive Workplace Culture

Promote an environment where diverse perspectives are valued, fostering inclusivity and respect among employees

Alignment with CSR

Emphasize ethical practices and social good.



ERG Financial Calculations

Department	Percent age of Firm	Average Salary	Percent of department Interfaith Attendance
Sales and Marketing	32.57%	\$74,754	7%
Operations	8.68%	\$107,660	8%
IT & Engineering	12.23%	\$152,514	5%
Research and Development	12.38%	\$116,044	14%
Support	12.23%	\$89,773	21%
Executive Leadership	4.41%	\$304,075	19%
Distribution and Logistics	6.26%	\$127,109	14%
Finance	6.69%	\$145,116	0%
HR	4.55%	\$109,745	6%

ERG Financial Calculations – cont.

Key Assumptions			Interfaith ERG	Other ERG
Hours worked per week	40	% of org attendance	9.88%	8.08% ^a
Weeks worked per month	4	avg. salary of attendants	\$118,150	\$113,811 ^b
Weeks worked per year	50	total salary expense for 3 hours	\$12,291	\$6,137
# hours spent in ERG/month	3	revenue opportunity cost for 3 hours ^c	\$44,482	\$22,212
Annual Revenue	\$300,000,000	savings from reduced attrition ^d	\$86,832	\$68,412
# of Employees	700	additional value from incr. efficiency ^e	\$593,092	\$475,084
Revenue \$/Labor \$	\$3.75	additional value less duel ERG enrollment ^f	\$475,947	-
(Engaged) Revenue \$/Labor \$	\$4.52			
(General) Revenue \$/Labor \$	\$3.62			
Attrition Rate	6.80%			
(Engaged) Attrition Rate	7.06%			
(General) Attrition Rate	5.30%			
duel ERG enrollment	30%			
total ERG/employees engaged	15%			
		return ^g	738%	735%

a – based on total ERG/employees engaged and duel ERG enrollment

b – based off company average salary

c – based off 1 hr every other week with additional 1 hr for return to productivity

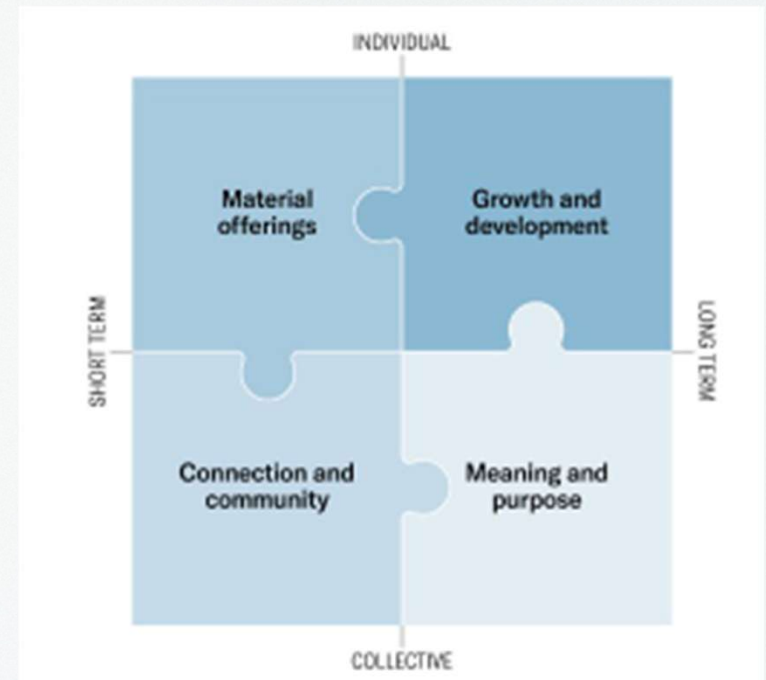
d – based on turnover rate 2024, ERG reduce turnover by 25-50%

e – based on improved efficiency, 25-50%

f – assuming employees are enrolled in multiple ERGs

g – total ROI on combined cost of salary + revenue opportunity cost

A Strong Employee Value Proposition Builds a Lasting Culture





FireCraft's Company Values

- **Integrity:** We uphold honest and ethical practices in all our endeavors
- **Teamwork:** The secret ingredient in every kitchen in synergy
- **Authenticity:** We blend tradition with innovation in our culinary creations