



# Faith, Culture, and Innovation:

Staying Ahead in a Changing Workforce Landscape

TEAM 11

# Meet the Team



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# The Big Picture



## Problem

- 2 Years of negative growth
- Future of 'Interfaith ERG'?



## Solution

- Redefine ERG through 'Interfaith Cultural Lab'
- Develop a holistic KPI - BEAM



## Results

- Attract innovative talent
- Save \$220K annually, through maintaining attrition
- Boost sales by 15%
- Better company culture

## Changing Workforce Dynamics

Gen-Z and Millennials are **67%** of total workforce

What do they look for before applying for a job?







# The Real Problem at FireCraft

 Decline in sales for 2 years in row

  Market saturation

  Changing customer needs

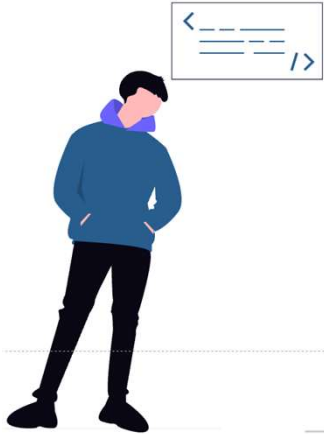
  No new product

  Lack of innovation

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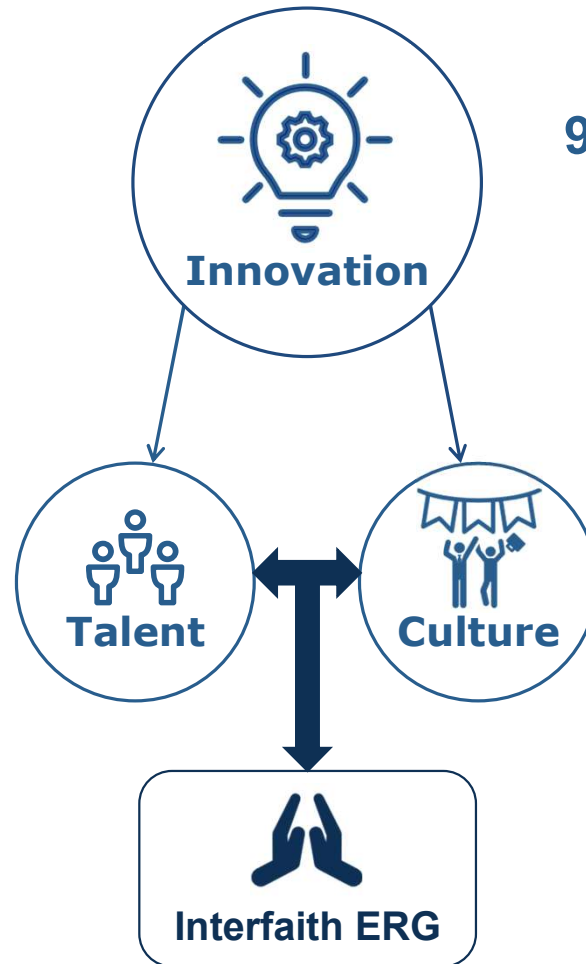
**52%<sup>1</sup>** of Fortune 500 companies from the year 2000, **no longer exist today** due to **'Lack of innovation'**!

# What Drives 'Innovation'?



Gen-Z are **Digital Natives** and hence well equipped to drive innovation

**62%** GenZ recognize faith and religion as important <sup>3</sup>

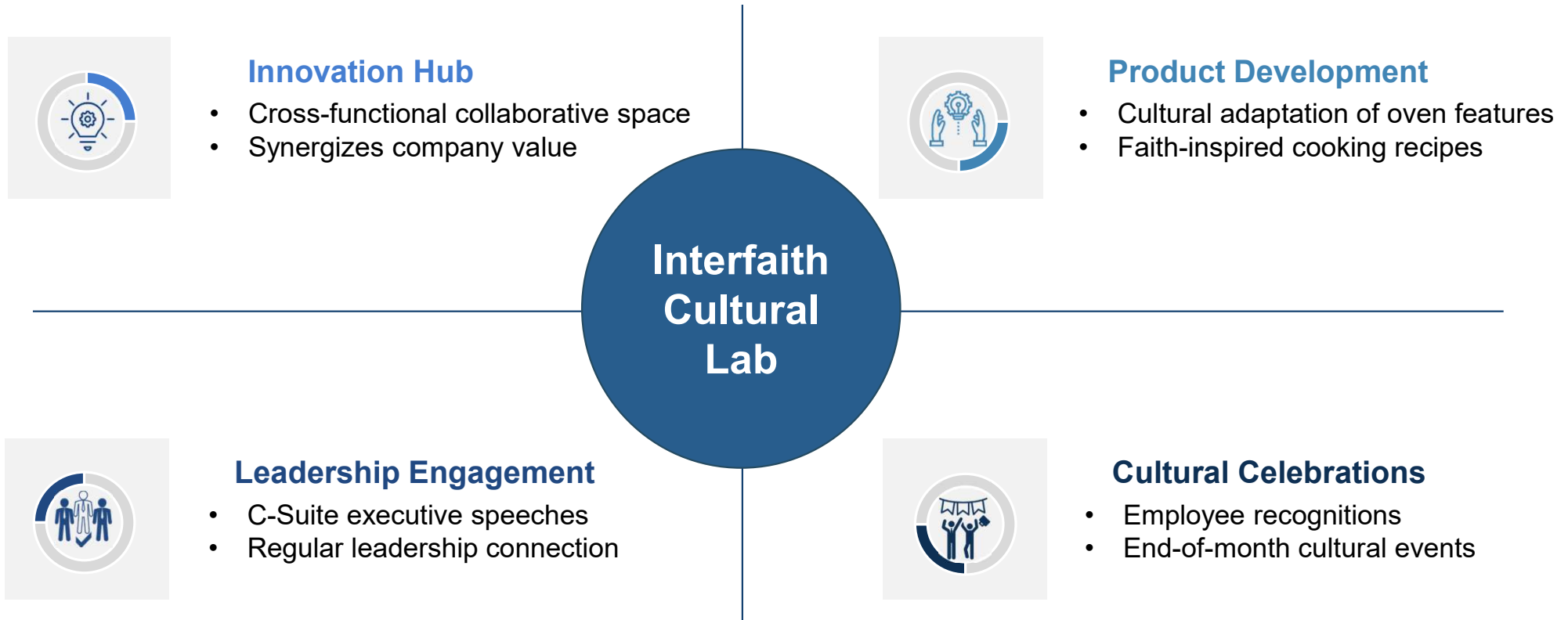


**90%** Fortune 500 companies believe that talent and culture are necessary for innovation <sup>2</sup>

**95%** employees will work in a company solely based on culture <sup>4</sup>

**100%** of Top 10 most recognized companies in USA have interfaith ERG <sup>5</sup>

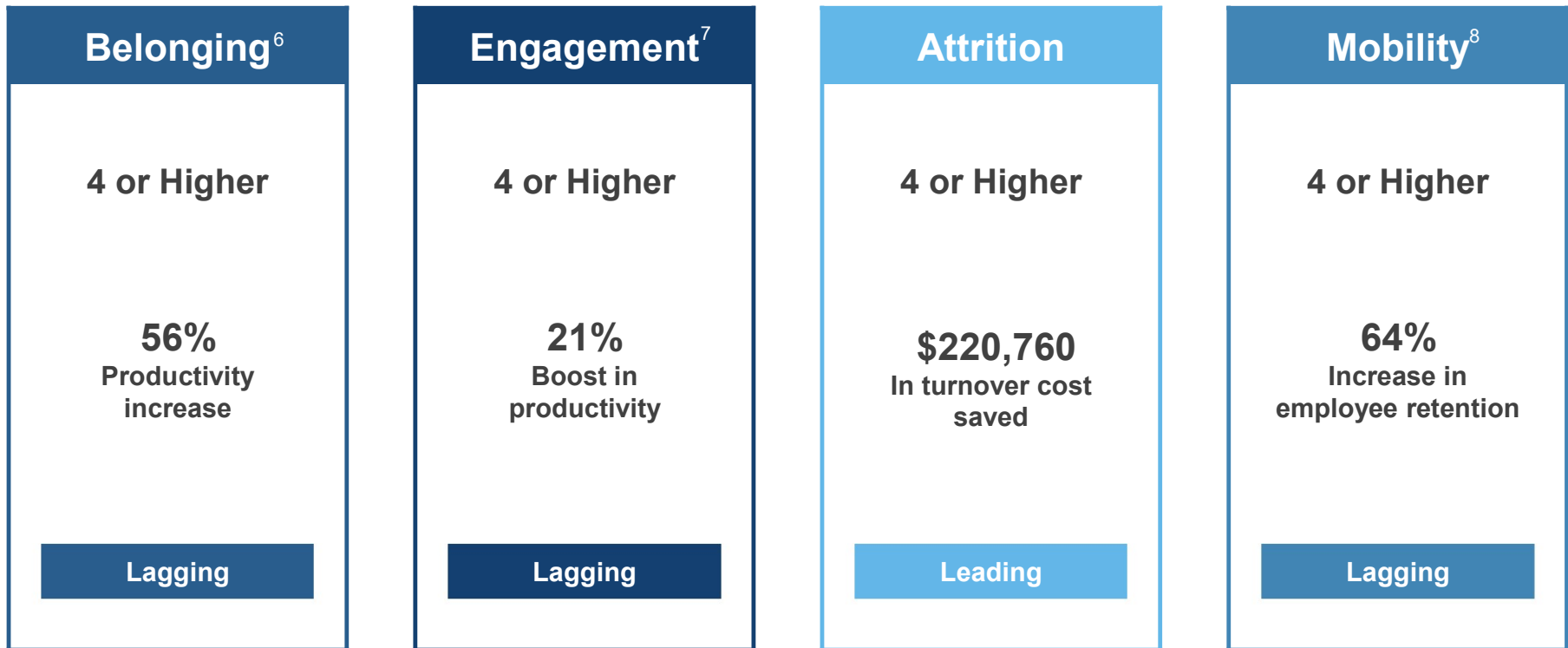
# Let's Talk Strategy – Introducing the Interfaith Cultural Lab



# Let's Make FireCraft "BEAM"-ing with Sales



# BEAM Results in Higher Productivity and Lower Costs



# 4 Quarter Approach to Reform ERG Programs



## Organizational Culture Shift

- Managerial awareness
- Integration of KPIs
- Pilot Interfaith Cultural Lab



## Employee Encouragement

- Increase participation
- Pilot speaker series
- Second Interfaith Cultural Lab



## Sustain Results

- Spotlight employees
- Speaker series
- Interfaith cultural labs



## Spread the Strategy

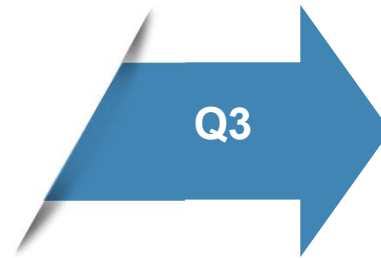
- Introduce to other sites
- Improve culture



Pulse survey from participants




1<sup>st</sup> BEAM survey



2<sup>nd</sup> BEAM survey

# Risk and Mitigations

		Impact	Likelihood
	<b>Employee Engagement Uncertainty</b> <ul style="list-style-type: none"><li>• Leadership Support</li><li>• Coupons and Raffles for participant</li></ul>		
	<b>Political and Legal Environment</b> <ul style="list-style-type: none"><li>• Build guidelines and well-defined framework</li><li>• Prevent preferential treatment</li></ul>		
	<b>Entry of New Competitor</b> <ul style="list-style-type: none"><li>• Continuously innovate</li><li>• Closely monitor employee loyalty</li></ul>		
	<b>Further Change of Workforce Dynamics</b> <ul style="list-style-type: none"><li>• Monitor industry trends and adapt quickly</li><li>• Adopt agile practices</li></ul>		

# Results

## Sam gets hired!

- Company Culture attracts more Gen-Z Innovative talent



## 'Healthy' Corporate Culture

- Build Pipeline of Innovative Talent

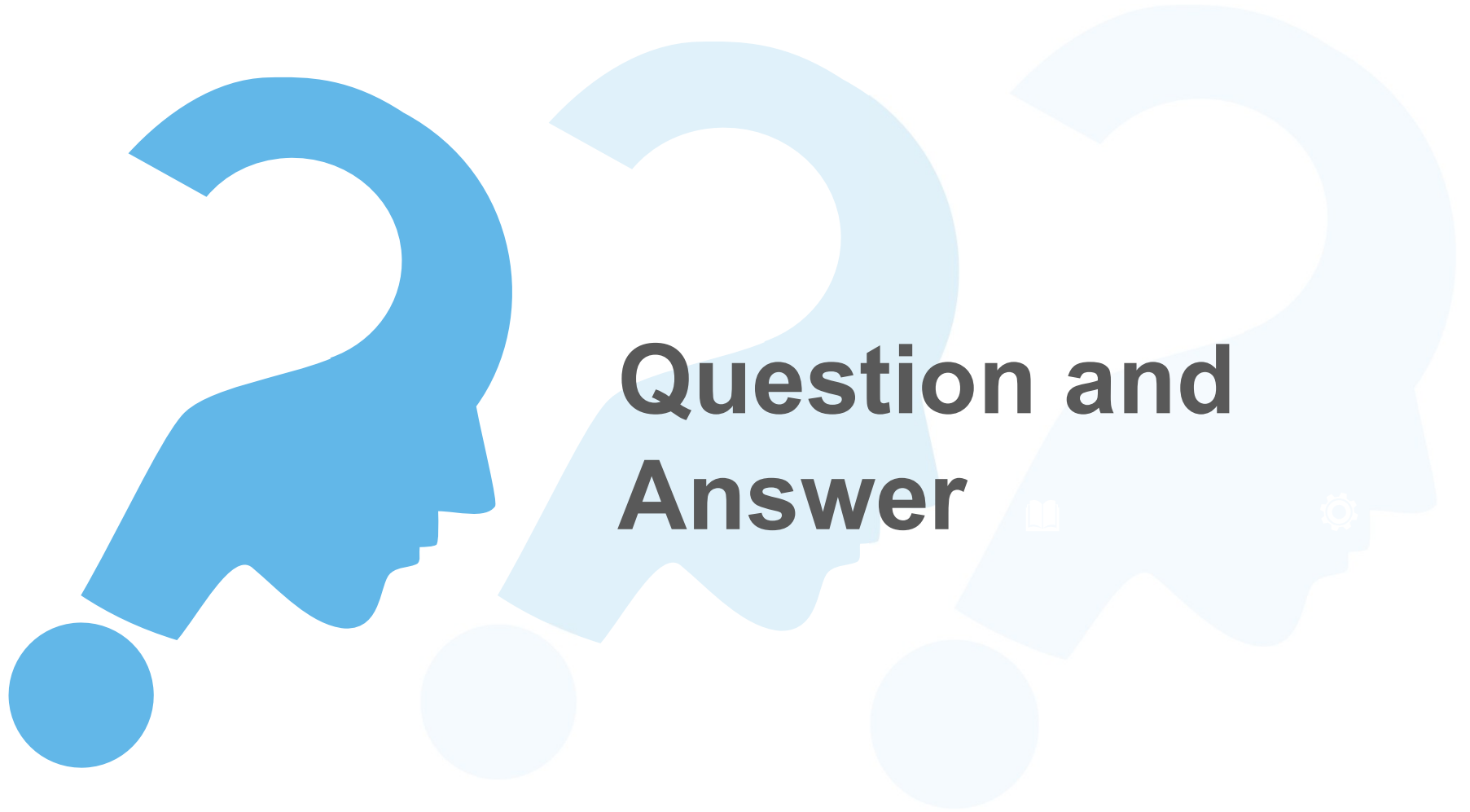


## We build Smart Oven 2.0

- Capture the lucrative restaurant market
- Maintain Innovative Edge in Smart Appliance Industry

## Improve Financials

- Save \$220K through controlled attrition level
- Innovative Products lead to 15% growth in revenue



# Question and Answer

## References

1. Ropeik, D. (n.d.). *Innovation: Looking for new ideas? Solve the right problems*. Investor's Business Daily. Retrieved February 3, 2025, from <https://www.investors.com/news/management/leaders-and-success/innovation-looking-for-new-ideas-solve-the-right-problems/>
2. McKinsey & Company. (n.d.). *Effective employee resource groups are key to inclusion at work—Here's how to get them right*. Retrieved February 3, 2025, from <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/effective-employee-resource-groups-are-key-to-inclusion-at-work-heres-how-to-get-them-right>
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8. NestorUp. (n.d.). *Benefits of internal mobility: 5 statistics you should know*. Retrieved February 3, 2025, from <https://nestorup.com/blog/benefits-of-internal-mobility-5-statistics-you-should-know/>

# APPENDIX

# Strategy – Speaker Spotlight and Interfaith Cultural Lab

## Interfaith Cultural Lab



### Innovation Hub

01

- Cross-functional collaborative space
- Synergizes company value

Inviting people of all or no faith of all cultures to collaborate

Embrace integrity, authenticity and teamwork



### Product Development

02

- Cultural adaptation of oven features
- Faith-inspired cooking recipes

Smart features in Artisan Pro series for cultural cooking

Specialized pizza recipes for halal, kosher, and vegetarian diets to expand market reach

# Strategy – Speaker Spotlight and Interfaith Cultural Lab

## Interfaith Cultural Lab



**Leadership Engagement** 03

- C-Suite executive speeches
- Regular leadership connection

- Monthly 45–60-minute speeches by Hannah, Perry, Hasan, etc., reaching 30%+ of employees
- Bi-weekly informal coffee chats with rotating executives



**Cultural Celebrations** 04

- Company-wide participation
- End-of-month cultural events

- Monthly festivals for 200+ attendees with a budget of \$1,000
- Combined celebration of all festivals from that month with Employee-led demonstrations

## Google Example

Aissi began contributing to a series of initiatives around Ramadan, which helped the company improve both the employee experience and its core product. The company now offers a comprehensive Ramadan guide that helps non-Muslim Googlers understand how to support their colleagues. And learnings from plenty of small changes—like a new holiday-themed Google Meets background ([cocreated](#) with the Google Workplace Meets team) or advice on how to connect [with Muslim consumers](#) around the joy of the season—have been baked into a renewed Ramadan search experience that better reflects the needs of Muslims and allies around the world.

# Financial Implications for ERG Redefined

Item	Quantity	Unit Cost	Annual Cost
Manager Training Sessions	1	\$2,000	\$2,000
Training Materials (Digital)	1	\$1,500	\$1,500
Cultural Lab Equipment	1	\$5,000	\$5,000
Speaker Spotlight Event	12	\$1,000	\$12,000
Recognition Gift Cards	120	\$50	\$6,000
Monthly Awards for Cultural Lab	24	\$100	\$2,400
Festival Celebrations	12	\$1,000	\$12,000
<b>Total Annual Cost</b>			<b>\$40,900</b>

## Financial Implications for ERG Redefined

Department	Percentage of Firm (%)	Average Salary (\$)	Percent of Department in Interfaith Attendance (%)	Attrition Cost/Employee (\$)	Contribution to Total Attrition (\$)
Sales & Mkr.	32.57%	74,754	7	37,377	12,174
Ops	8.68%	107,660	8	53,830	4,672
IT & Eng	12.23%	152,514	5	76,257	9,326
R&D	12.38%	116,044	14	58,022	7,183
Support	12.23%	89,773	21	44,887	5,490
Exec. Leadership	4.41%	304,075	19	304,075	13,410
Dist. & Logistics	6.26%	127,109	14	19,066	1,194
Finance	6.69%	145,116	0	21,767	1,456
HR	4.55%	109,745	6	16,462	749
				<b>Total:</b>	<b>55,654</b>

#. of Employees	700
Inc. in Attrition by 1%	7
<b>Cost implication for Inc. in Attrition by 1%</b>	<b>\$ 389,575</b>

**Assumption:** 100% salary as cost of attrition per an employee for executives. 50% for all else

Source : <https://www.qualtrics.com/experience-management/employee/cost-of-employee-turnover/>  
<https://builtin.com/recruiting/cost-of-turnover>

## Financial Implications for ERG Redefined

Month	Attrition Rate (%)	Attrition Cost (\$)
January	0.6	\$ (233,745.19)
February	0.3	\$ (116,872.59)
March	1.1	\$ (428,532.85)
April	0.8	\$ (311,660.25)
May	0.7	\$ (272,702.72)
June	0.4	\$ (155,830.13)
July	0.1	\$ (38,957.53)
August	0.2	\$ (77,915.06)
September	0.7	\$ (272,702.72)
October	1.7	\$ (662,278.03)
November	-0.1	\$ 38,957.53
December	0.3	\$ (116,872.59)
<b>Year Average (%)</b>	0.57	
<b>Year Average (\$)</b>	\$ 220,759.34	

# BEAM Survey

Please rate each statement on a scale of 1 to 5, where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

## Belonging

- \_ I feel a strong sense of belonging within my team.
- \_ My contributions and ideas are valued by my colleagues and leadership.
- \_ The company fosters an inclusive culture that respects diverse backgrounds.
- \_ I feel comfortable expressing my authentic self at work.

## Engagement

- \_ I feel motivated and engaged in my daily work.
- \_ I have access to resources that support my professional and personal well-being.
- \_ I have opportunities to participate in Employee Resource Groups (ERGs) or similar activities.
- \_ My workload is manageable and allows for a good work-life balance.

## Attrition

- \_ I believe the company values employee retention and invests in its people.
- \_ I feel supported in my career growth and long-term goals.
- \_ I would recommend this company as a great place to work.
- \_ I feel recognized and appreciated for my work.

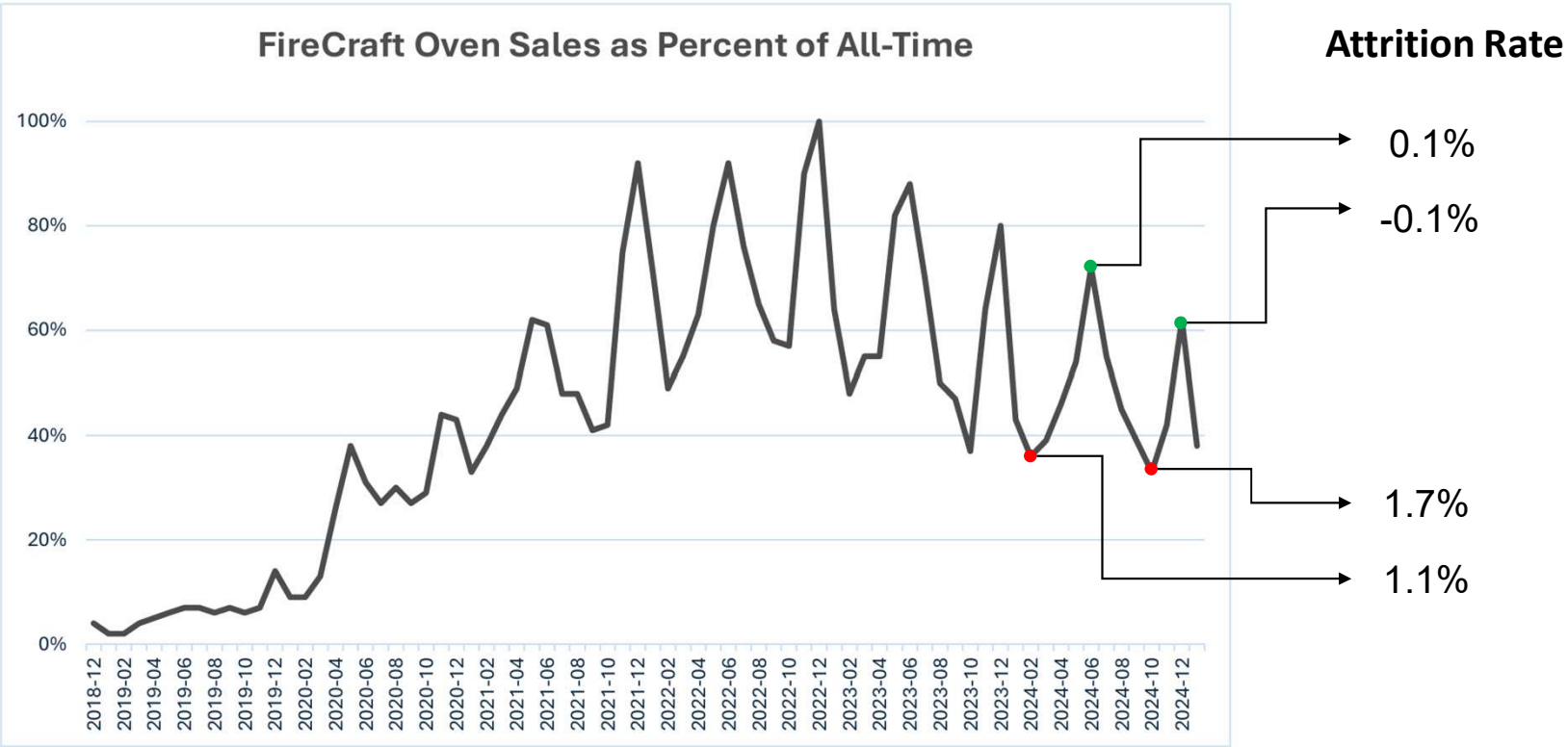
## Mobility

- \_ I feel confident about growth and promotion opportunities within the company.
- \_ My leadership provides clear pathways for career advancement.
- \_ I have opportunities to take on new challenges and expand my skillset.
- \_ The company actively invests in internal mobility and internal hiring.

# Proposed BEAM Calculation

Categories	Scale 1-5	Metrics Normalized	Business Impact Implications	
<b>Belonging</b>	Measures sense of inclusion and community cohesion.	<ul style="list-style-type: none"> <li>- Employee survey (% feel included)</li> </ul>	80% or above – 56% productivity increase 34% increase in company loyalty	
<b>Engagement</b>	Evaluates work-life balance and ERG participation.	<ul style="list-style-type: none"> <li>- Work hours vs. PTO balance (% PTO utilized)</li> <li>- ERG event participation rate (%)</li> </ul>	80% or above– 21% boost in productivity	
<b>Attrition</b>	Reflects turnover rates for ERG participants	<ul style="list-style-type: none"> <li>- Monthly turnover rate (%)</li> <li>- Retention of ERG members (%)</li> </ul>	1% change in attrition results in a \$389,575.31 cost	Quarterly Breakdown 5 – 25% Change in Attrition 4 – 50% Change in Attrition 3 – 75% Change in Attrition 2 – 100% Change in Attrition 1 - >100% Change in Attrition
<b>Mobility</b>	Tracks career growth opportunities	<ul style="list-style-type: none"> <li>- % Internal promotions (count/quarter as % of total employee)</li> </ul>	80% or above - 64% increase in employee retention	

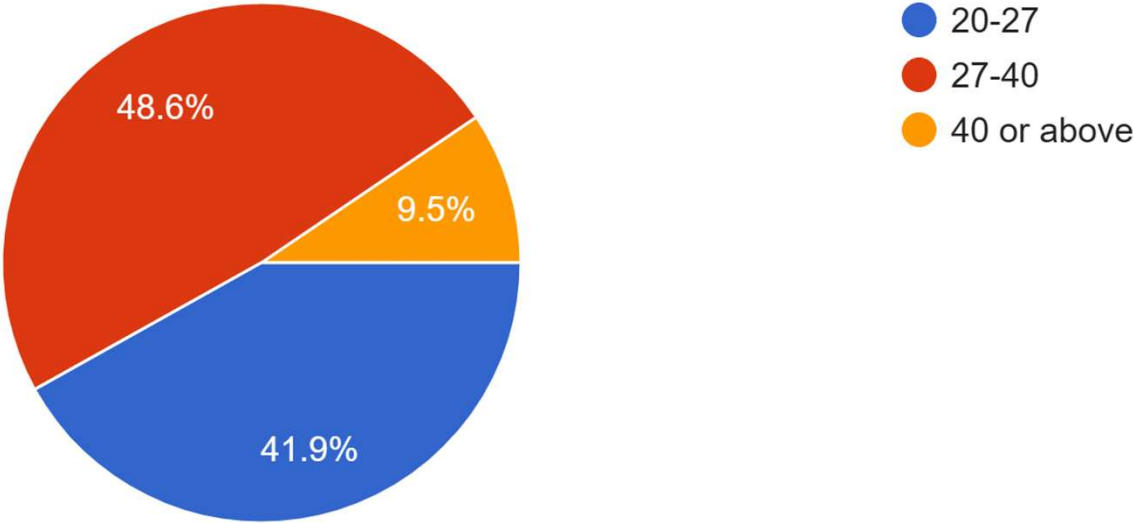
# Increase in Attrition Rate Reducing Sales by 50%



# Survey Results

What age group do you belong to?

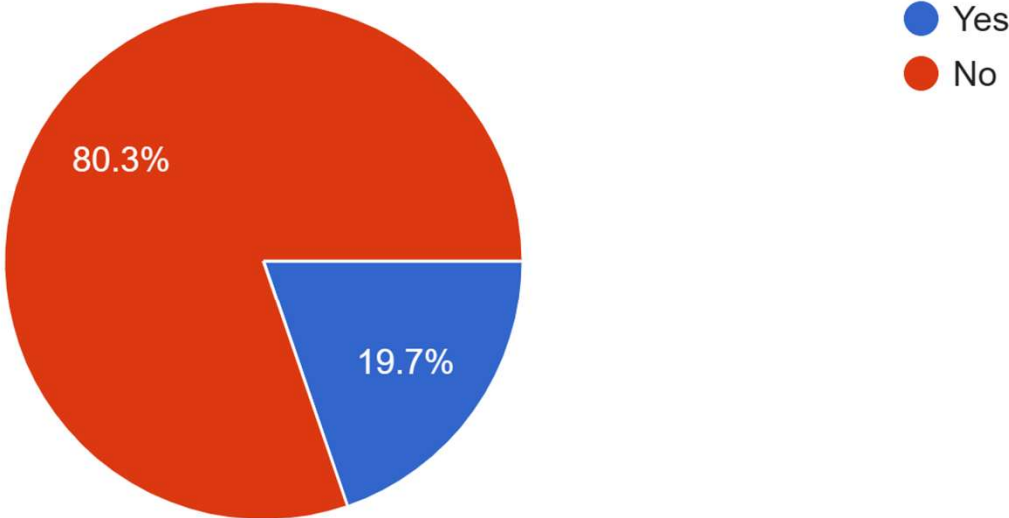
74 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's 10k or financials?

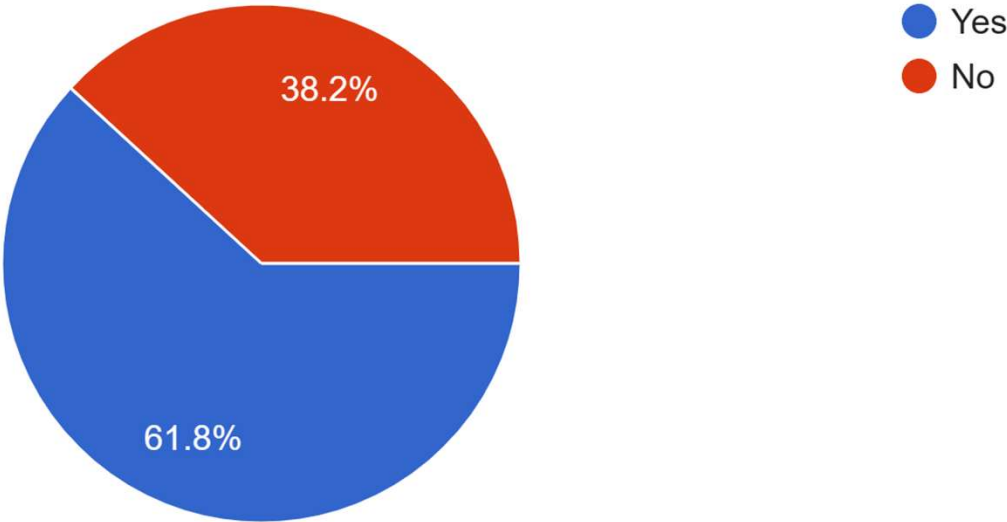
76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's culture?

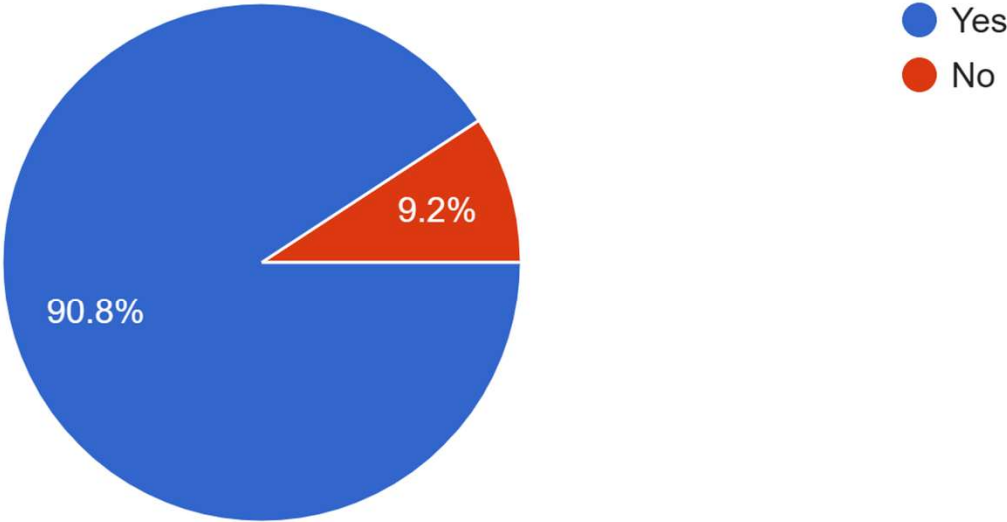
76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's salary offer for the role?

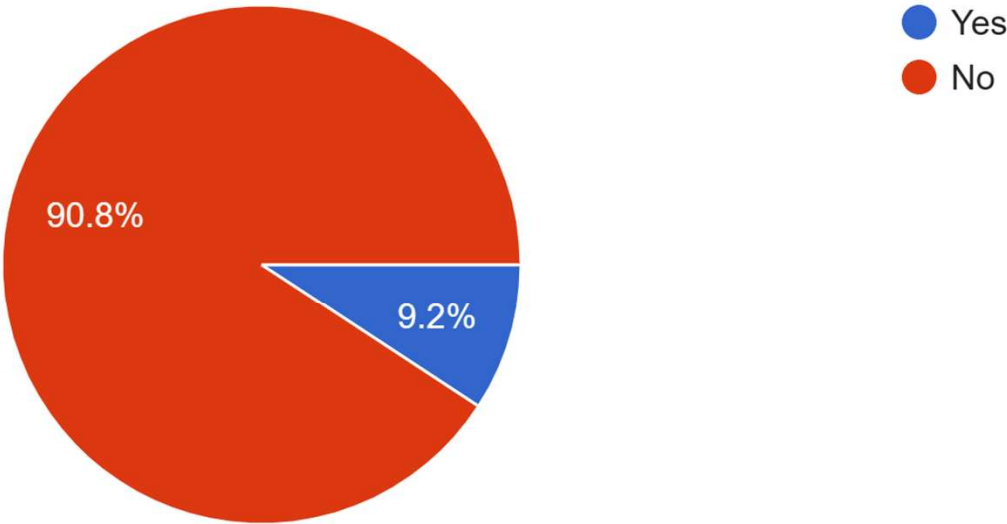
76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's earnings per share?

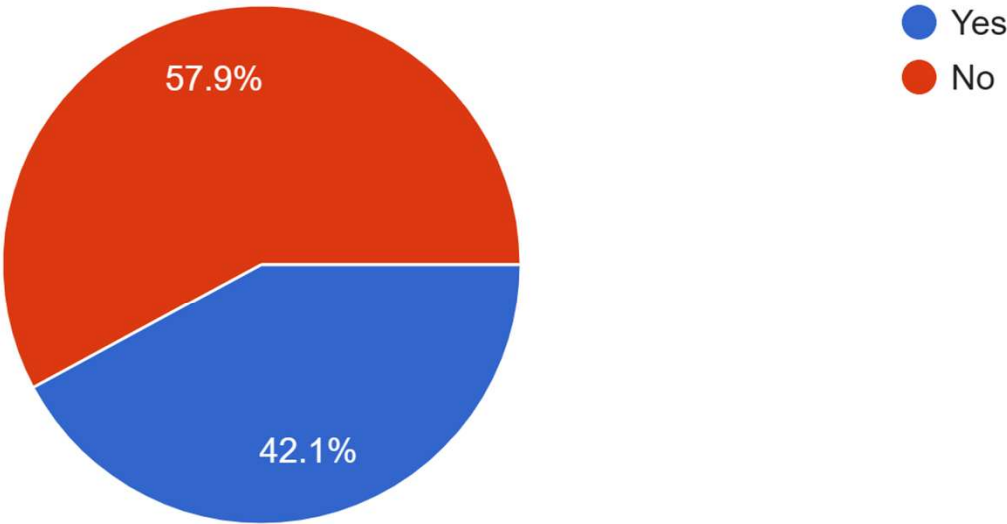
76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's Values and ERGs they offer?

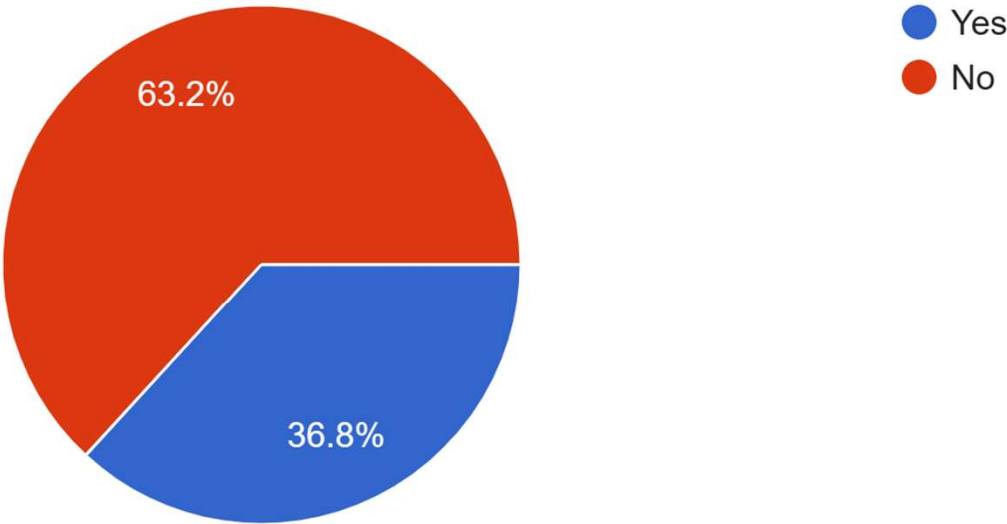
76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's Profitability?

76 responses



# Survey Results

Before you apply for a job (not during the interview process), do you look up a company's glassdoor reviews?

76 responses

