



Strategizing an Approach for Best Practices Through Employee Retention

THE PROBLEM

The boardroom disagrees over whether the Interfaith Employee Resource Group should be cut.

Argument for ending Interfaith ERG:

- No metrics tangibly prove its benefit
- \$20,000 operating budget
- Time opportunity cost of 1 hour every other week
- In the best financial interest of the organization

Argument for keeping Interfaith ERG:

- Recruiting strength
- Organizational morale booster
- Alignment with core values
- Teamwork and Authenticity
- Is in the best HR interest of the organization



THE SOLUTIONS

- Conduct analytical research into the value prospect of the existing Interfaith ERG.
- Leverage existing metrics (and collect new ones) to decide whether there is an ROI

- Pilot a chaplain program with a volunteer for 6 months
- Leverage insights from this experiment to decide if it is worth further investment.



TIMELINE FOR FIRECRAFT

FireCraft Pizzaworks is founded in Austin, Texas

2015

Interfaith Employee Resource Group (ERG) is established

2020

FireCraft's Interfaith ERG hosts a company-wide event featuring a local Imam, attracting 30% of the company workforce.

2024

Ron Feingold of OptiSynth's task: Analyze the Interfaith ERG and propose a strategy for 'cultural' cost items.

Jan. 2025

Pre - 2020

FireCraft expands from a small startup of 50 employees to a mid-sized corporation with approximately 700 employees

Post-Pandemic

Pizza oven sales decline as Americans return to offices, and the market becomes saturated

Late 2024/Early 2025

FireCraft experiences a second consecutive year of lower-than-expected returns.



ABOUT THE INTERFAITH ERG

- The Interfaith ERG is a well-attended collective within the firm
 - Fosters learning and synergy between employees of different faiths
- A recent event attracted 30% of the company's employees
 - -Workers from nearly every department are represented at regular meetings - accounting for roughly 9.8% of the workforce
- The group's current budget represents .0067% of the company's annual annual revenue



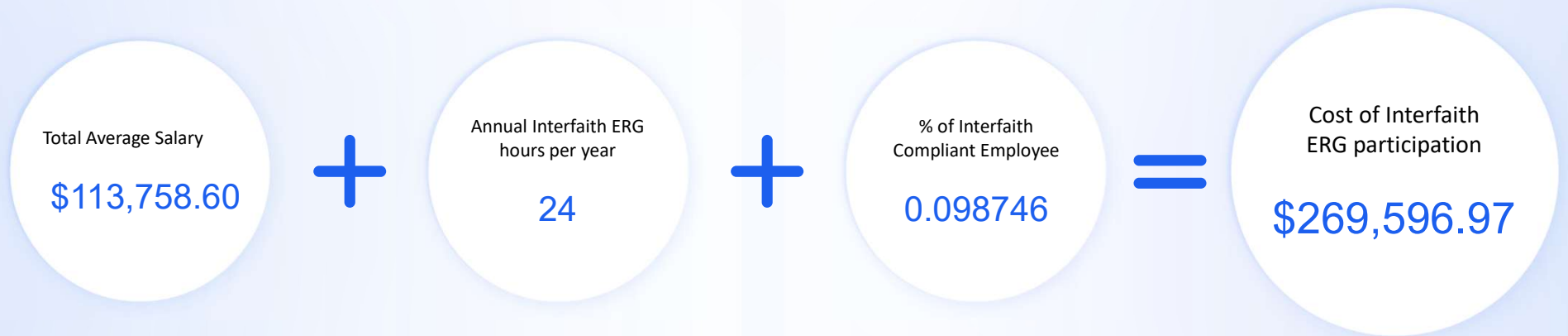
ERG's

Types and Avg. Profits (Billions)

A comparison of average profits among companies that support broad ERG categories



FINANCIAL IMPLICATIONS



INTERFAITH ERG VALUE STUDY

Objective - Gain immediate insight into the current value proposition of the Interfaith ERG.

Sample size - 20 employees

10 employees

from within the Interfaith ERG

10 control employees

from outside of the Interfaith ERG



INTERFAITH ERG STUDY QUESTIONS

To be obtained from existing records:

What is the Employee
Satisfaction %

What is the Employee
Attendance Rate

What were the
employee's
performance evaluation
scores?



CHAPLAINCY

To be obtained from existing records:

A Corporate Chaplain is a spiritual leadership position that provides emotional, psychological, and spiritual encouragement to employees.

The role of the Chaplain is to:

- ○maintain peace
- ○support employees in times of crisis
- ○diffuse conflicts that do arise
- ○help employees feel professionally and personally supported

According to internal studies conducted by GM and Ford, onboarding a corporate chaplain generates returns of

**\$9 for every
\$1 spent.**



CHAPLAIN PILOT PROGRAM

We recommend initiating a pilot program to test to test the efficacy of a Chaplain for FireCraft's organization

- 6-month pilot program Quarterly reviews
- 1 business location
- Voluntary role to supplement regular work responsibility
- In conjunction with a thorough study on employee outcome

We suggest dividing employees into the following study groups

1. Personnel without any interfaith assistance
2. Personnel currently within the interfaith ERG
3. Personnel exclusively within the Chaplaincy program



INTERFAITH ERG & CHAPLAINCY BENEFITS AND COSTS

Build an inclusive membership

Communicate regularly

Offer professional development

Plan activities

Recognize ERG leaders

Train ERG members

Reducing Stress and Burnout

Avoid exclusivity

Align with business initiatives

Empower ERGs

Involve leadership

Celebrate diversity

The cost of an ERG depends on the organization's size, the number of ERGs, and the scope of their activities, it generally ranges from **\$5,000 to \$50,000 annually** for larger organizations.

After the study the company can get a chaplaincy services, based on the number of employees that will be **around \$2,400 considering 35 employees per chaplaincy**.



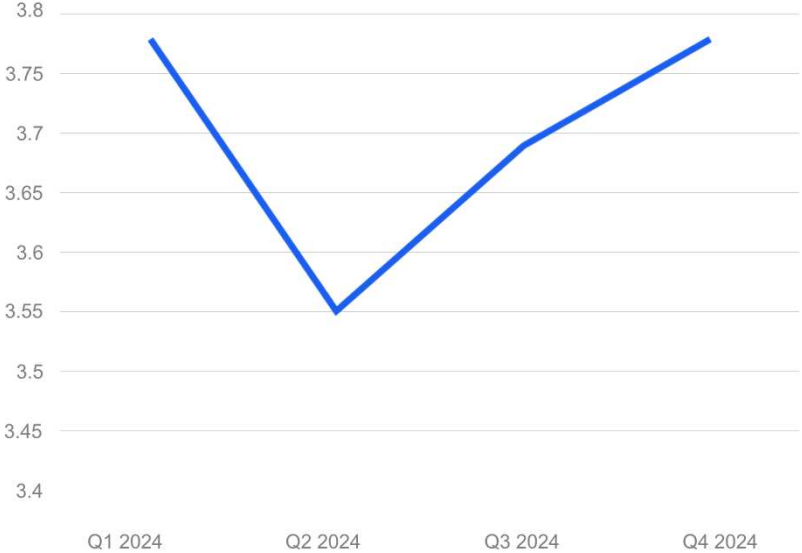
INTERFAITH ERG & CHAPLAINCY BENEFITS AND COSTS

	Cancelling Interfaith ERG	Retaining Interfaith ERG	Chaplaincy Pilot
Direct Cost	\$20,000	-\$20,000	\$0
Opportunity Cost	-	\$ (cite figure)	\$ (1 employee x 1 hr/wk)
Impact on Employee Morale	High, negative	Moderate, positive	Moderate, positive

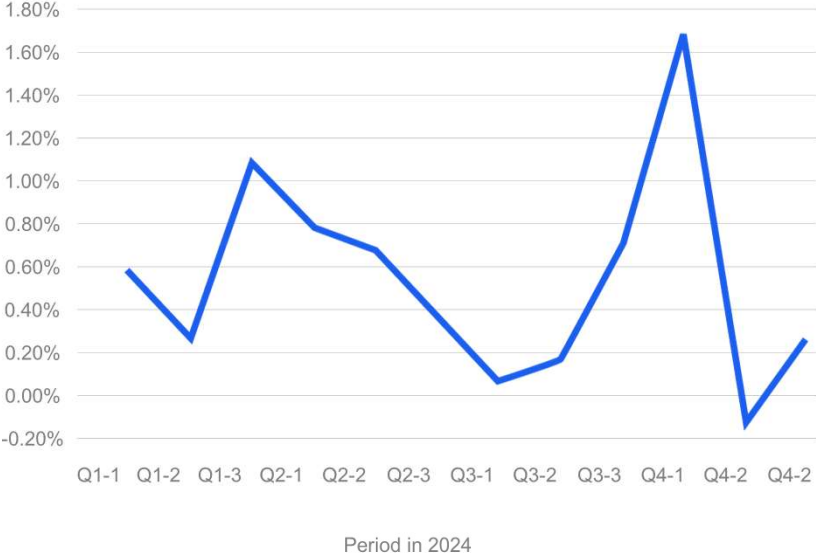


Happiness Score Average & Attrition Rate for FireCraft Employees

2024 quarterly Employee Happiness Score Average



Attrition Rate



KEY METRICS AND QUESTIONS

In order to have a vision of what faith represents in our work environment, we propose to use KPIs to measure and analyze performance of the Interfaith ERG & Chaplaincy in order to help the company make data-driven decisions.



POTENTIAL OUTCOMES

Short term objectives:

Collect insights into the efficacy of spiritual support programs

Financial improvement and growth of the company

Align with organization's cultural values

Increase employee sense of belonging



POTENTIAL OUTCOMES

Long term objectives:

Improve employee
productivity

Lower attrition
rate

9:1 return on investment for
spiritual support initiatives

Improved organizational
synergy



SUMMARY

We consider that both Employee Resource Groups (ERGs) and Chaplaincy programs may help the company to:

1. Create a workplace that values: diversity, well-being, inclusivity, and emotional support.
2. Promote a sense of community, empowerment, and advocacy for underrepresented groups, personalized emotional and spiritual support, fostering resilience and helping employees manage personal challenges.
3. Contribute to a healthier work environment, where employees feel valued, supported, and motivated, ultimately leading to greater employee satisfaction, retention, productivity, and organizational success.



CONCLUSIONS

Because the company's vision and mission are based on values that involve tradition and innovation at the same time, we believe that taking advantage of both the Interfaith ERG and the Chaplain will help all employees feel part of them.

Having happy employees will result in good efficiency results for the company.

If the employees bring the best for the work then the company will get the best results.



Additional Citations



¹"Chaplains Rise in Corporate America Seen as a Benefit for Both Employer and Employee"

²<https://www.mentorcliq.com/blog/erg-statistics>





**Thank you for your
attention!**