

WHY CARE?

PEOPLE EXPERIENCE INSIGHTS 2-2020

CASE STUDY



MSD



“

A bank of existing skills that just need to be activated seemed to be a winning strategy that truly values each person, their humanity and characteristics.

”

Michelangelo Ceresani
HR Executive Director MSD Italy

WHAT DOES CARE HAVE TO DO WITH COMPANIES?

We're going to hear them being talked about more and more. "Caregivers" are those that care for family members, disabled or dependent relatives without any pay or formal training.

In 2018, there were 12.7 million caregivers in Italy: 40% of the working population.

It's a social and demographic aspect that has a great influence on the world of work. Just like Harvard Business School's *The Caring Company* report states, **over 50% of caregivers hide this role from their employers**, as if it was a stigma. This has a negative impact on both on an individual's personal life and their career.

But now we know that life events, even those that aren't closely related to work, can become true training grounds for developing soft skills.



Taking care of another person trains essential skills each day that are also essential in the world of work, such as problem solving, time management, empathy and mental agility.

They are skills that are in high-demand for today's professionals allowing people to keep a competitive advantage over machines.



Companies that see and make space for the different roles that their people have **become more competitive, more attractive and improve business results**: they have **more motivated workers and are able to use their resources well**. Their workers **feel closer to the company and work better together**.

How do we know that? Our clients tell us so.



Riccarda Zezza
CEO Life Based Value

MSD ITALIA BREAKING THE BARRIERS BETWEEN WORK AND HOME MAKES THE COMPANY MORE SUSTAINABLE



Acknowledging and valuing **diversity** and the inclusion of all employees is one of pharmaceutical company MSD Italy's core values. It led them to choose Lifeed for new parents, transforming parenthood into soft skills, as well as Lifeed for caregivers, with the aim of improving their ability to **experiment** and **collaborate** between the different organizational areas.



“

A bank of existing skills that just need to be activated seemed to be a winning strategy that truly values each person, their humanity and characteristics.

”

Michelangelo Ceresani
HR Executive Director MSD Italy

“Aside from some statistics: around a third of our population is over 50 and some of our colleagues make use of government schemes around work flexibility to care for disabled relatives. Generally, we believe that most of our colleagues dedicate part of their time to parents or dependent relatives. That's why we expect a lot of people to sign up to Lifeed programs, particularly the one for caregivers, as it represents a key journey that's accessible to a wide audience within our company”.

A HOLISTIC APPROACH TO WELLBEING

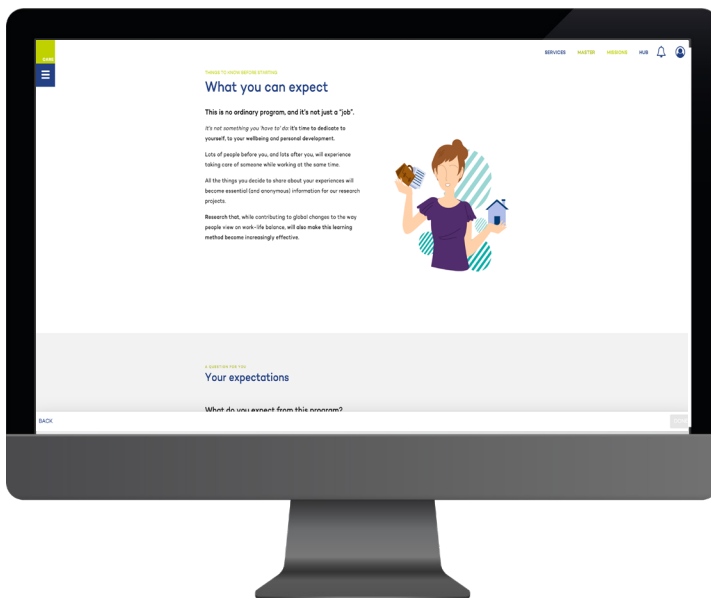
This isn't the first corporate initiative that looks to improving the working environment:

“We monitor our employees' **engagement** with internal and external tools, that via surveys, give us a clear snapshot of the internal climate as well as a series of detailed observations. They provide us with fresh ideas of how to improve within our work. What's more, we have activated the LIVE IT initiative, a global project dedicated to improving the entire company's wellbeing within the workplace. We try to support all of our employees in finding a healthy and balanced lifestyle, **with the aim of creating a culture centered around individual wellbeing**”.

SKILLS IMPROVE THROUGH LIFE

We have clear objectives for the Lifeed for new parents program.

“We want to improve certain behaviors by focusing on: **inclusivity, ability to experiment, networking** with other departments. We believe that the Lifeed programs can help us to strengthen a range of skills, such as empathy and listening, risk and error management and increase our ability to collaborate and create alliances. What’s more, we’re certain it will be a fundamental part of improving our ability to dynamically manage **change**, working on our ability to give and receive feedback as well as being more flexible”.



According to MSD Italy being able to link these skills to everyday real life experiences - thanks to the application of the Life Based Learning method - is a clear way to accelerate potential in these areas.

“Unfortunately, various 20th century management theories focused on work admin and organization. Now we live in a non-linear and experiential world, those management methods are changing and we’re discovering a new **human** way of valuing resources. By default, it also values skills and everyday experiences that are collected over time. In this way, I believe that personal experiences and the skills that stem from it will build a new fabric of skills oriented to the current and future world that we live in, even in the organizational context”.

The thing that convinced the company to sign up to Lifeed for caregivers was the scientific basis behind the program, starting with the breakdown of barriers between personal and professional lives.

“We think that the idea of separating your life into two different spheres is a bit outdated. Of course, there has to be some physical distance, but the two spheres are constantly talking to each other, creating a kind of osmosis. For us, this was an important message that Life Based Value’s training approach highlights”.



WHY CARE?

WHAT LIFEED PROGRAMS OFFER.



TRAINING MODULES

Micro-learning modules with multimedia materials and open questions that stimulate reflection, connecting learnings from personal experience to the world of work (and viceversa).



REAL LIFE MISSIONS

A way to connect the workplace and family life to behaviors, reflections and awareness that have emerged throughout the program, in line with the Life Based Learning method.



WEBINAR

Digging deeper into key themes and debating them with participants from different companies. These sessions bring a rhythm to the training experience.



HUB

A space to share thoughts, experiences and advice about personal caregiving experiences, connecting with other participants across different companies to avoid the risk of isolation.



DIARY AND FINAL CERTIFICATE

A way of creating a PDF keepsake of the journey, collating all the reflections made throughout the program. Participants can also download a final participation certificate.



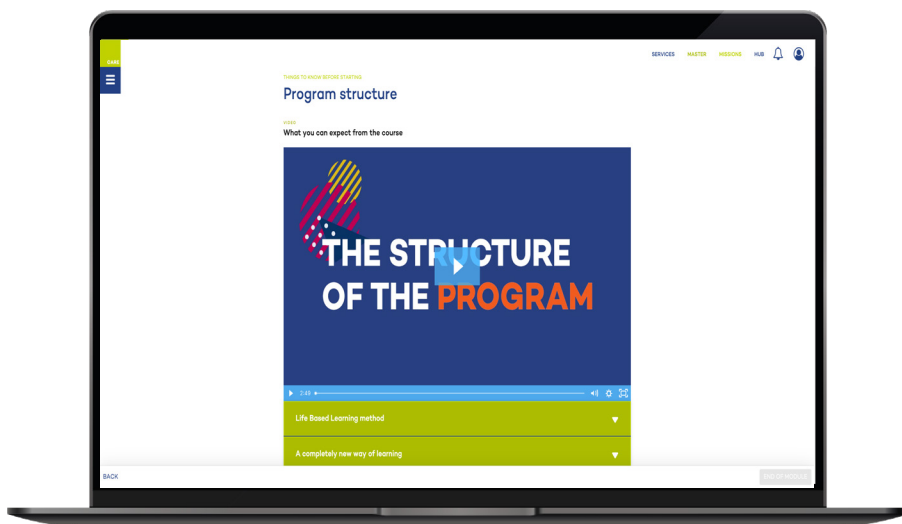
A DIGITAL TRAINING PROGRAM THAT ACTIVATES CHANGE

The digital and interactive element was also key for the company.

“Lifeed for caregivers gives participants the option to learn in a flexible way at a time that suits them”.

An experience that also allows participants to develop closer relationships with their colleagues, exercising listening, empathy and collaboration skills.

“It’s also a (virtual and real) place to share experiences and stories which will certainly help us in understanding each other and will probably bring colleagues closer together”.



LIFEED FOR CAREGIVERS: THE ONLINE TRAINING PROGRAM THAT VALUES EMPLOYEES THAT CARE FOR OTHERS

With an aim to preventing peoples' vital resources being wasted, Life Based Value has developed Lifeed for caregivers, the first and only digital soft skills program for workers who also care for others.

Through the *Life Based Learning method*, the program highlights the opportunities for personal and professional development that emerge when caring for relatives.

It's a revolutionary way of learning that uses life events as experiential training grounds. It has been scientifically proven to be more effective than traditional training for **three reasons**:

1

IT'S ABOUT ME.

People are more motivated to learn as they are studying something that relates directly to them.

2

CONTINUOUS FEEDBACK.

Each day, life provides new situations to practise different skills, and receive immediate feedback on effectiveness.

3

ECOLOGICAL.

It's a way of better using the skills that are already there.



WHO IT'S FOR

All employees that care for a dependent relative.



HOW IT WORKS

Online via a web app with daily practice through real life missions. Accessible from any device or operating system.



WHEN

We advise dedicating 30 minutes per week.



DURATION

Available for 12 months from the registration date.



LANGUAGE

Available in the following languages:

- ▨ Italian
- ▨ English



PEOPLE ANALYTICS

Participant data is used anonymously for reporting purposes, in line with the latest privacy regulations.

WHY CARE?

THE SKILLS TRAINED THROUGH LIFED FOR CAREGIVERS.



RELATIONSHIPS WITH OTHERS & ENVIRONMENT

- Stress management
- Risk and error management
- Decision making
- Empathy
- Delegation
- Alliance creation
- Searching and finding resources
- Observation skills



PERSONAL DEVELOPMENT

- Change management
- Flexibility and mental agility
- Giving and receiving feedback
- Attentiveness
- Patience and perseverance



SELF-IDENTITY & VISION

- Self-awareness
- Initiative
- Results orientation
- Vision



LIFE BASED VALUE

Life Based Value is the EdTech company that creates innovative solutions for the development of human capital. Since 2015, it's been transforming life experience into training opportunities with its Life Based Learning[®] method and Lifeed digital platform. Over 70 companies and 8,000 people, mothers, fathers and caregivers have already chosen the program.

Do you want to find out more for your company?

Contact us on
contact@lifebasedvalue.com

