

# WHY CARE?

PEOPLE EXPERIENCE INSIGHTS 3-2020

CASE STUDY SIRAM  VEOLIA

“

Collaboration and sharing objectives for the common good favors synergy and an improved corporate climate. We chose LifeFed for caregivers because the spirit of Life Based Value brings together different worlds and ways of working to pull together the best of both.

”

Emanuela Trentin  
Managing Director at Siram Veolia 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

# SIRAM VEOLIA BRINGING LIFE AND WORK INTO SYNERGY



Important experiences in our **personal lives**, such as caring for children, parents or relatives in need, can bring **added value to the world of work too**.



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**Emanuela Trentin**

Managing Director at Siram Veolia Italy

That's what Emanuela Trentin thinks, Managing Director at Siram Veolia Italy, a company that offers environmental resource management services thinking. The company is investing in professional development for its 3,000 employees across the whole of Italy through a series of initiatives that develop the company's capabilities, including Lifeed for caregivers.

"In Siram Veolia there are a lot of people who have families, with the average age of workers being 45. **As parents and children we are put to the test on a daily basis: we must negotiate, find compromises and manage complex situations. With Lifeed for caregivers these skills can also be made available to the company, improving perseverance, self-esteem and performance, fundamental for both our work and that of our colleagues.** The reverse is also true as many of us apply behaviors at home that we usually use in the office. This demonstrates that our private and professional lives can complement each other".

## LIFE BASED LEARNING

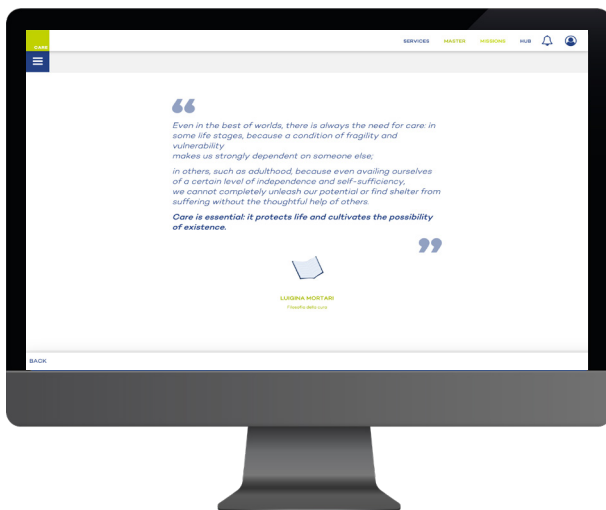
Lifeed for caregivers is based on the Life Based Learning method, helping workers to understand how personal life experiences can be applied at work and improve their working situation.

"Think about everyday life events where you have to give negative feedback to a child, maybe a child that comes home from school with a bad report. You need to help them understand where they have made mistakes, but also motivate them to do

better. The same situation can be applied to the workplace, helping us realize that learning how to manage these situations at home can also be helpful at work. Or how often do caregivers balance limited time and resources, pushing them to learn how to ask for help and activate a support network. The same is true in the office, it's important to learn how to delegate, to manage teams, budgets and different resources, as well as mediating in difficult situations”.

## A TRAINING GROUND FOR NEGOTIATION AND COLLABORATION

Collaboration and negotiation are two essential skills that Emanuela Trentin believes can be strengthened through Lifeed for caregivers.



“When I talk about negotiation, I mean the ability to understand people’s needs and difficulties and offer help. We can’t always be rigid, but sometimes it’s needed to be able to manage complex situations. To be able to meet the corporate objectives we need to be able to collaborate: we can’t go anywhere by ourselves. That’s why families can become great training grounds as they ask us to focus our attention on others”.

Stimulating collaboration is one of the objectives of Lifeed for caregivers. The digital platform creates a network of like-minded people going through the same journey in different companies, allowing participants to enrich their experiences with external input too.

“Every company needs to open up and come out of their comfort zone to be able to accept a new way of doing things”.

At the same time, this experience can strengthen:

“Interpersonal relationships within the company. By talking about personal experience, understanding that we all have weaknesses and finding common ground outside of our work can help us to better know both others and ourselves, looking at things from a different perspective where we are constantly learning from each other”.



# 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 TRAINING GROUND FOR COLLABORATION AND NEGOTIATION

“Siram Veolia has over 3,000 employees in Italy and Lifeed for caregivers has allowed us to connect lots of colleagues across different offices, something that wouldn’t easily happen through the company’s ‘traditional’ communication networks”.

By promoting Lifeed for caregivers within the company, the business has shown a new focus on training, unity and inclusivity. Siram Veolia has recently activated a mentoring program between junior and senior colleagues.

“It’s important that the attitude and approach towards helping each other, and the support that we give and receive within the family context is brought to work too: common objectives can only be reached if we understand each other’s needs and put ourselves in their shoes”.



# 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<sup>®</sup> method and Lifeed digital platform. Over 70 companies and 8,000 people, mothers, fathers and caregivers have already chosen the program.

Want to find out more for your company?

Contact us on

[contact@lifebasedvalue.com](mailto:contact@lifebasedvalue.com)

