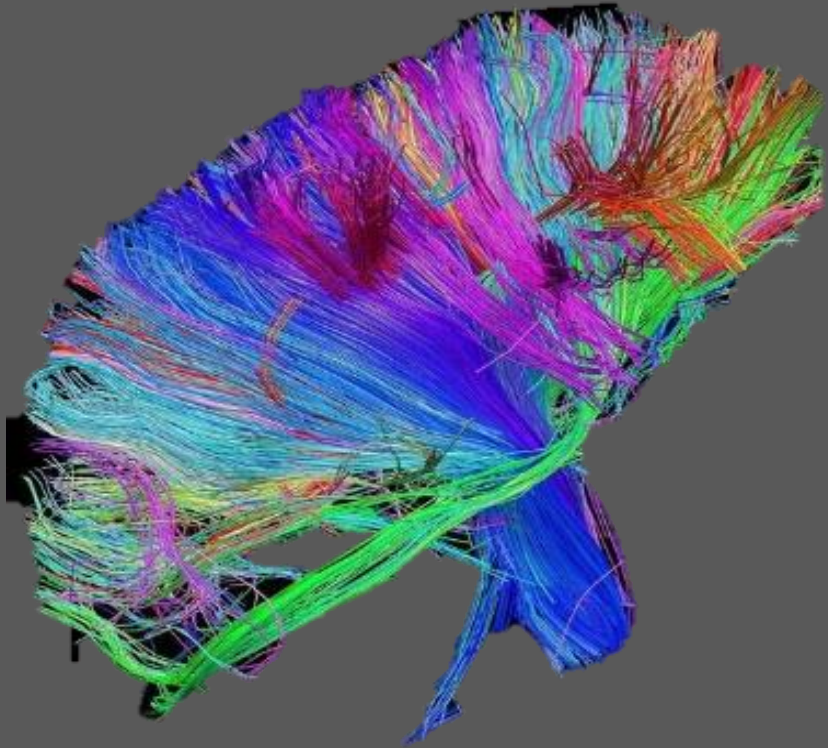


How Neuroscience Can Enhance Your Volunteer Experience

Leep is thrilled to host this workshop, facilitated by Carol Lewis. **How Neuroscience Can Enhance Your Volunteer Experience** is targeted at volunteer managers and aims to demonstrate how neuroscience can enhance the volunteer experience.

Welcome



Using brain science
to enhance the
volunteer experience

Carol Lewis

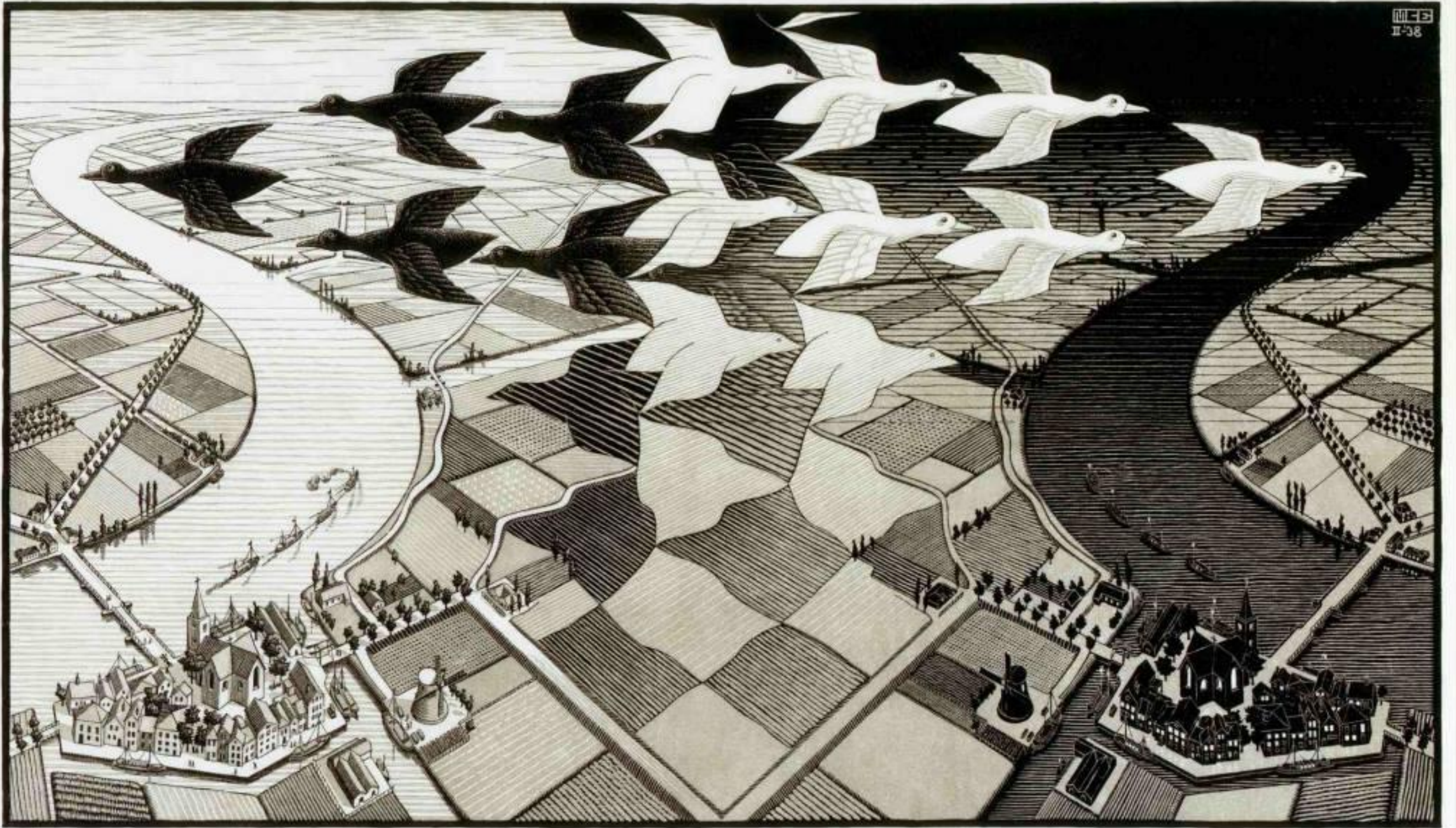
The Human Equation

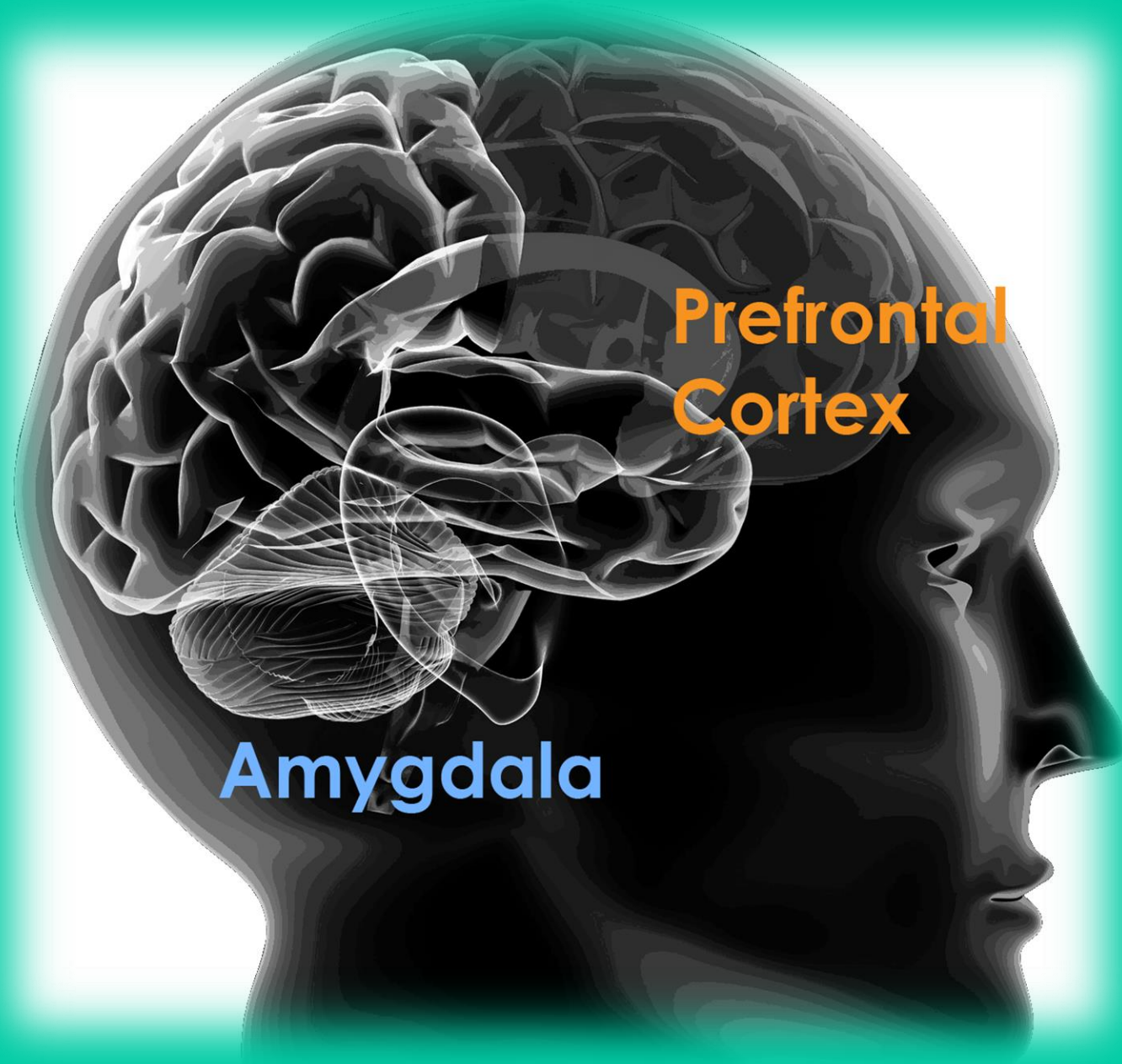
What we are going to cover:

Basic understanding of a couple of our brain functions

Identify the modern-day threats that exist in our working (and personal) lives

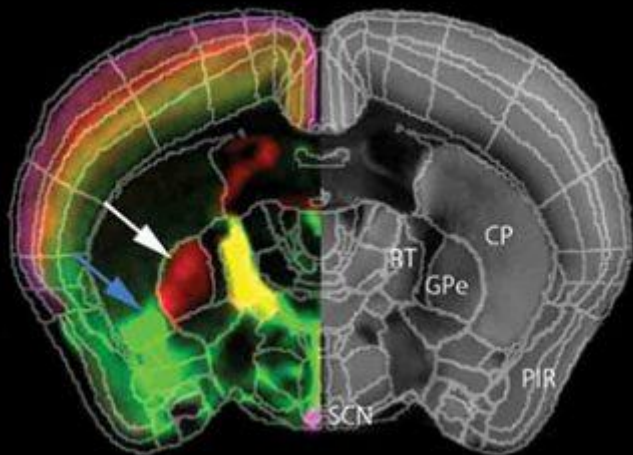
Bunch of ideas about how to move your volunteers towards a **reward state**



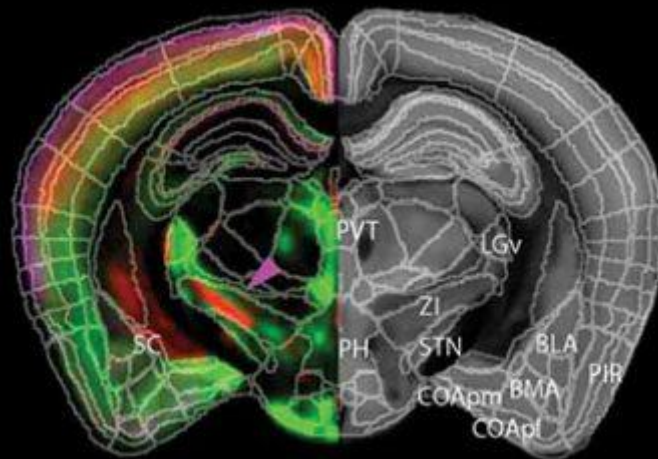


**Prefrontal
Cortex**

Amygdala



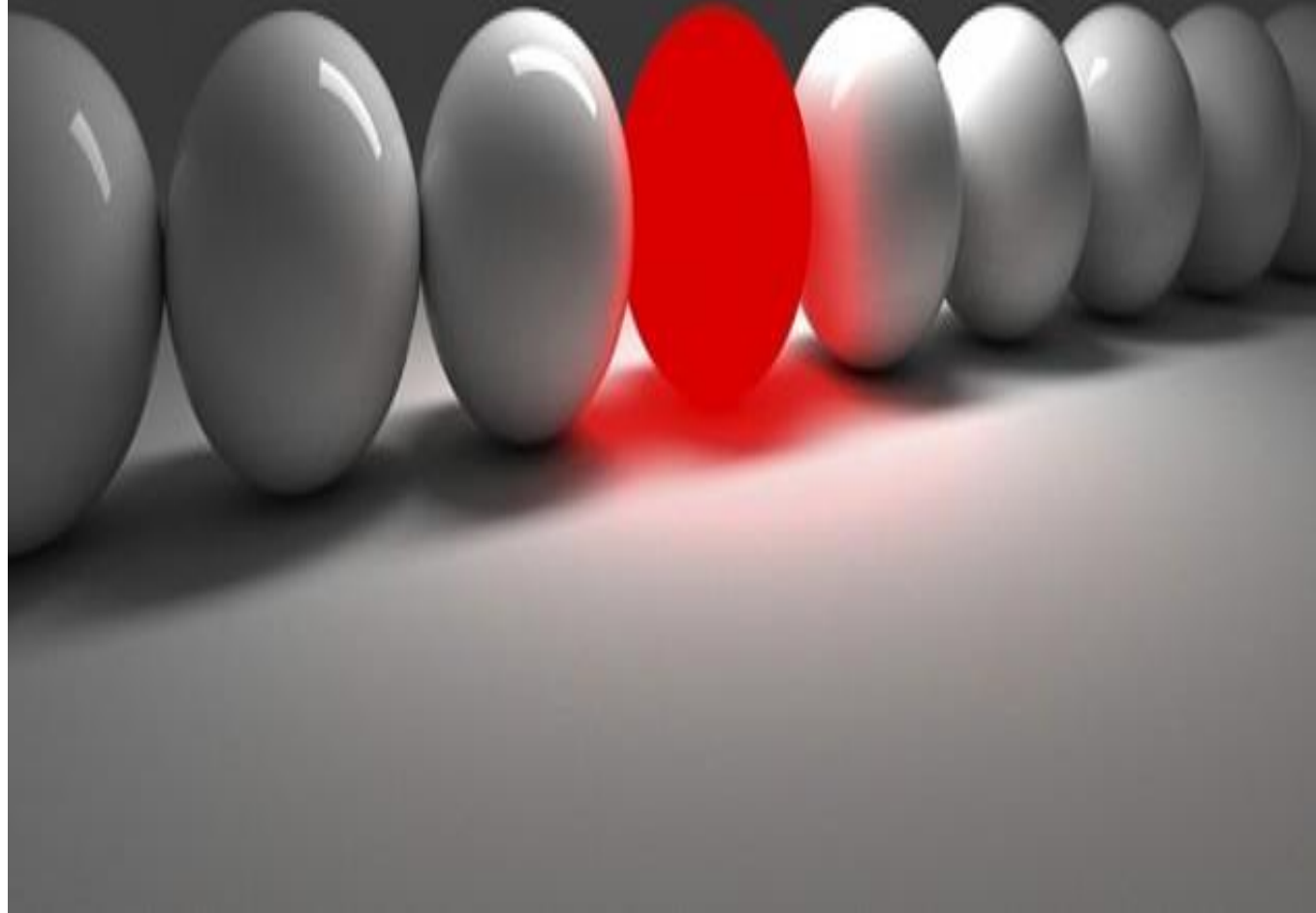
Threatened
Brain

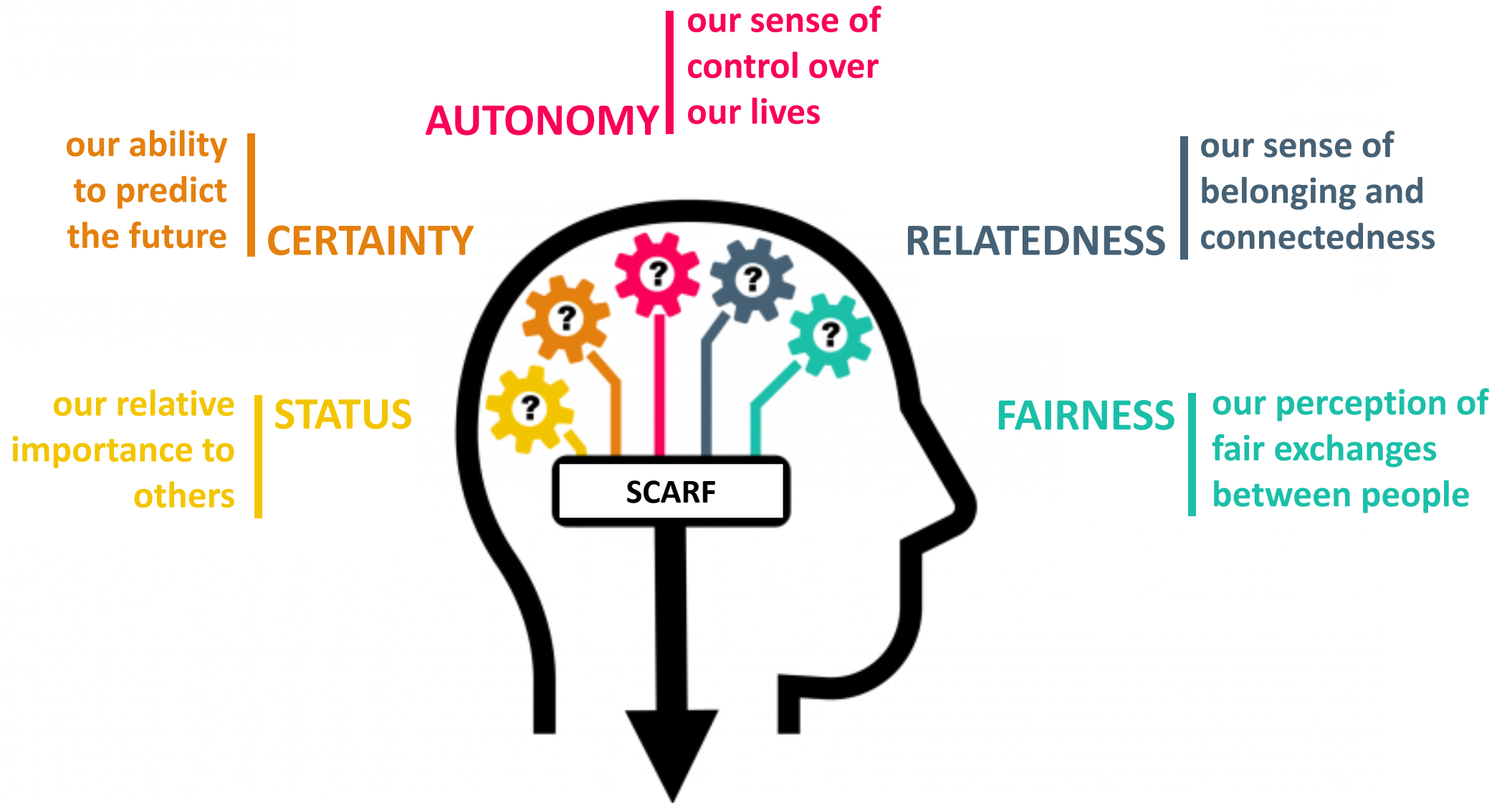


Calm Brain

- **Status**
- **Certainty**
- **Autonomy**
- **Relatedness**
- **Fairness**

Our Modern-Day Threats





PUTTING ON THE SCARF

THREATS DURING COVID-19

AUTONOMY

can't do what I
want, when I want

what on earth is
going to happen?
When will this
end?

CERTAINTY

RELATEDNESS

I'm in isolation again
I can't go the aged care home
I can't go to my friend's wedding

I've lost my job,
everyone will think
I'm a loser

STATUS

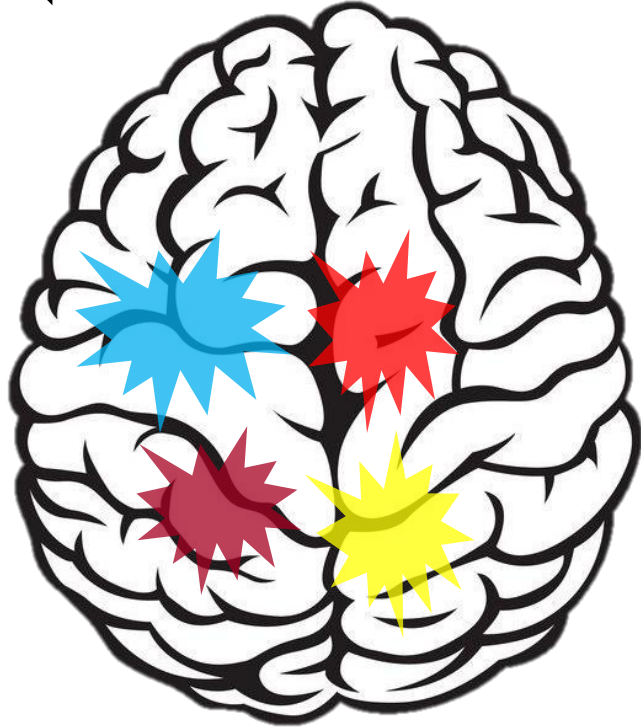
FAIRNESS

why did this happen to my
family?

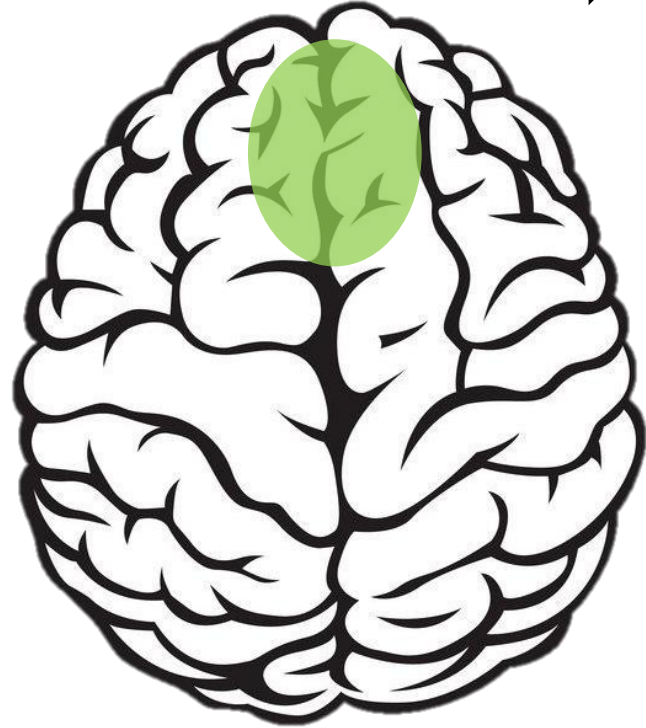


BRAIN ACTIVITY RESPONSE

threat-reward axis



THREAT



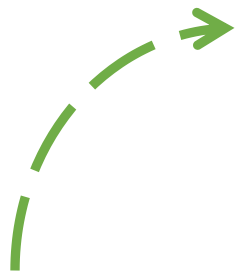
REWARD



THREAT-TRIGGERED BEHAVIOURS

- Decreased working memory
- Lower performance and efficiency
- Disengagement from the present
- Poor decisions
- Hostility and reduction in trust
- Unhealthy competition

Threats put people on their guard and they don't work at their best



REWARD-TRIGGERED BEHAVIOURS

Greater creativity and openness to
new ideas

Increased collaboration, teamwork,
engagement

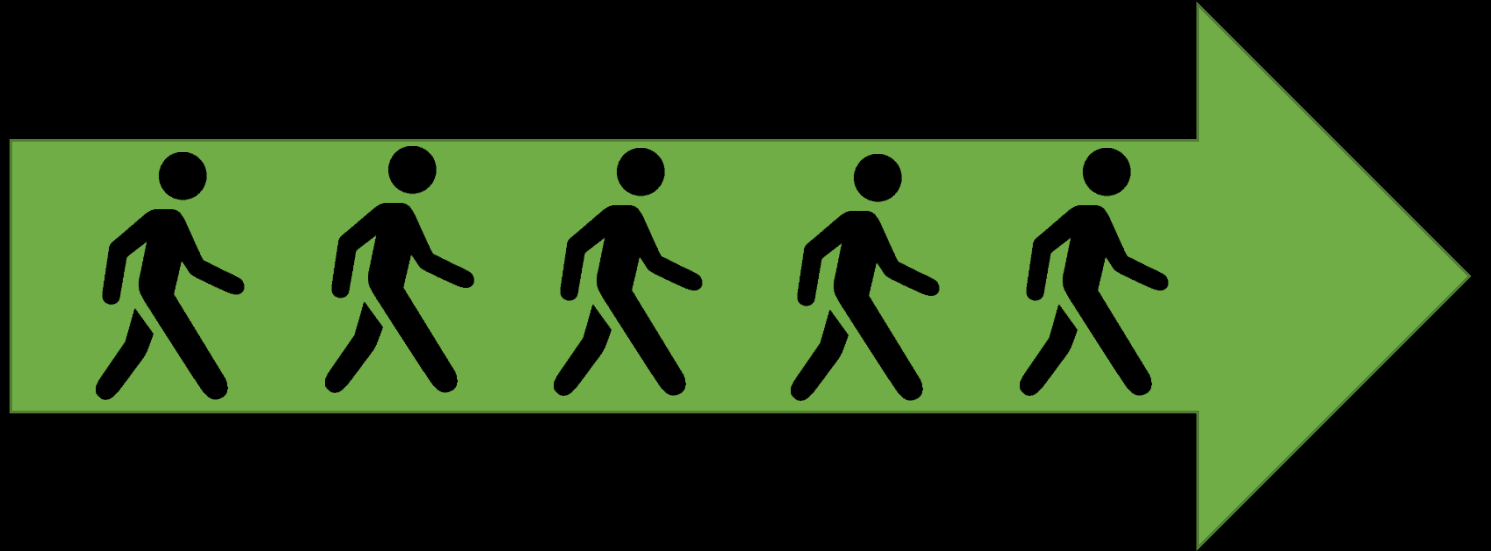
Increased productivity

Enhanced decision-making

A reward state is neuro-safe,
people work more effectively



Threats can be
triggered
unintentionally ...



... so be intentional
about creating a
reward state

Volunteer Motivation

The *unfolding model* of volunteer motivation proposes that the decision to volunteer is both a function of:

an individual's situation
(life experiences, social networks)

and

self-evaluation
(values, knowledge, skills, time and
commitment)

Andrea Rae Neely
Mark L Lengnick Hall

Motivation

Extrinsic

Money
Gold stars
Badges
Rewards
Competition
Fear of failure
Fear of punishment

Research on volunteer motivation shows these don't really work

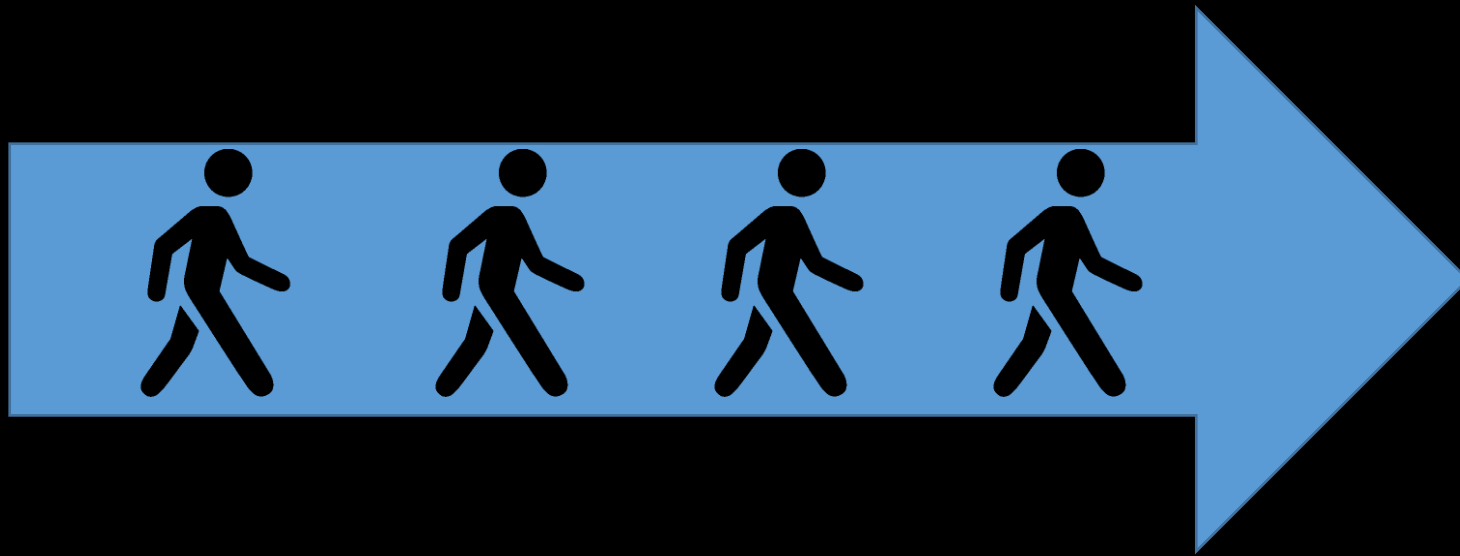
Use these factors for recognition

Intrinsic

Autonomy
Belonging
Curiosity
Caring
Learning
Mastery
Meaning

Intrinsic motivation is the key for keeping volunteers engaged

Wrap your volunteers in a SCARF



Simple day-to-day actions and words will keep your volunteers moving towards **reward and motivation** and away from **threat**

Status

Authentic respect from paid workers

Ask them for their ideas

Ask them for their feedback

Provide a letter of service

Certainty

Clarity of work expectations

Clear processes

Regular feedback

Chunking down bigger projects

Autonomy

Choice as to how tasks are completed

Challenges and problems to solve

Opportunity to use current skills and learn new skills

Relatedness

Be available and accessible!

Treat as part of team

Provide merch if possible

Buddy up with paid staff

Personal thank yous

Remember birthdays

Free coffee and cake!

Fairness

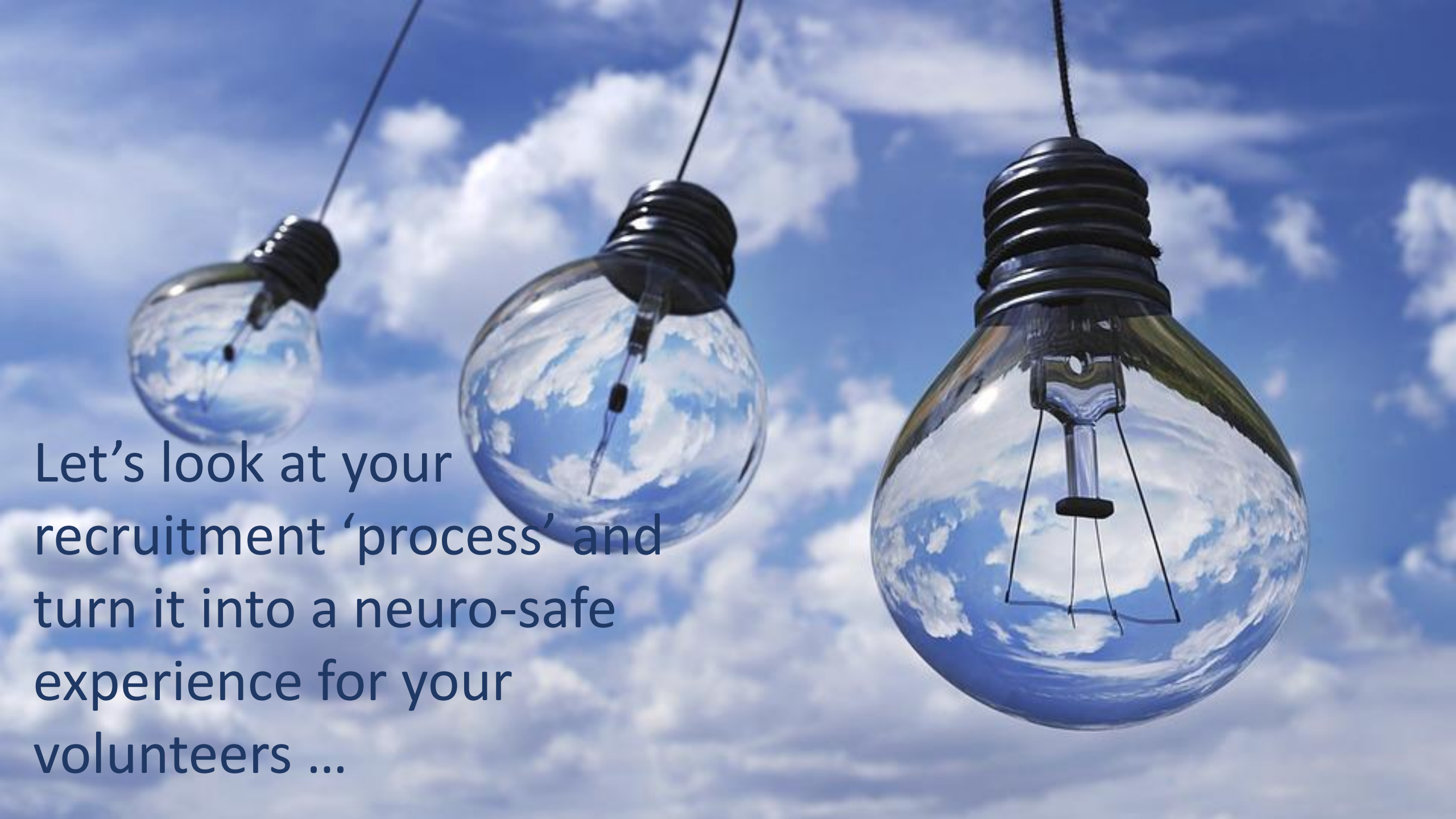
Good training

Regular feedback

Consistency

Absence of favouritism

Recognition for contribution



Let's look at your
recruitment 'process' and
turn it into a neuro-safe
experience for your
volunteers ...

Status

Your professional approach signals the importance of volunteers BUT don't make things too formal

Sell the importance of volunteers in your advertisements

Consider whether you REALLY need to ask for referee details at application stage

Respond to enquiries quickly

For interviews, be organised, on time and thank the volunteer for giving you their time

Certainty

Have a clear, documented recruitment process

Give clear timeframes for the application process and potential start dates

For interviews, provide details of process ahead of time – who will be on the panel, who to ask for and where to park OR clear Zoom details (or similar)

Autonomy

Build in some choice of volunteer opportunities

Allow volunteer to match their own skills to opportunities

Provide opportunities in the process for the volunteer to ask YOU questions

Relatedness

Make the application process simple

Use your best professional self with genuine warmth and friendliness at every interaction

Keep interviews informal, make a big effort to put people at ease (especially online)

If a group interview, be intentional with introductions and warm up activities

Fairness

Have clear requirements for the volunteer role

Allow sufficient opportunities for the volunteer to 'sell their wares'

Let the volunteer do most of the talking during an interview

Give clear, useful feedback if the volunteer is unsuccessful – in a timely fashion

Transform a process into an experience (a memorably good one)

With In Great Company, becoming someone's kindness 'dream-weaver' means helping to build a network of support around them, from asking their neighbours to check-in ...

These volunteer opportunities have 'all the feels', and **the difference you can make** at these uncertain times as a 'Random Acts of Kindness Warrior' are **absolutely worth their weight in gold**.

These volunteer opportunities are focused on our clients who live independently in their home in the community, and who will be facing a self-isolating or lockdown situation in the coming weeks.

What does our ideal volunteer look like?

- Embodies a friendly and cheerful volunteer spirit
- Tech-savvy
- Able and willing to travel to one of our villages
- Thrives on helping others
- Contributes to the greater success of the organisation and is always willing to go the extra mile without being asked
- Operates with integrity, open-mindedness, and respect, ensuring the privacy, confidentiality, and dignity of our clients is maintained at all times
- Energised by interacting and engaging with people
- Ready to smash stereotypes around ageing

Work Perks (the good stuff!):

- Help us by supporting our client's families to have safe and continuing experiences visiting them in their village home
- Refreshments for all volunteers on site on each shift
- A chance to earn one of our exciting new In Great Company Tee-shirts
- Meet new people, make new friends, hear and share exciting stories
- Improve employment prospects
- Spend quality time enjoying new and exciting social and cultural experiences
- Knowing your efforts volunteering for an award-winning not-for-profit organisation support an essential community service
- Be part of an organisation who's shaking up the aged care industry
- Plus meaningful experiences where you know you are making a positive impact in the local community every day

If you're motivated to contribute positively to your community then we would love to hear from you!

“I’ve learned that people
will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”

Maya Angelou
1928 - 2014



And now we know a
bit more about why
this is true

Learn More

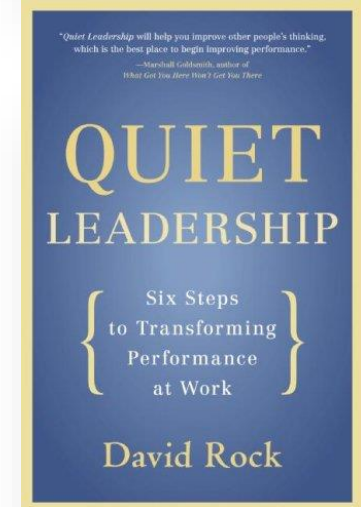
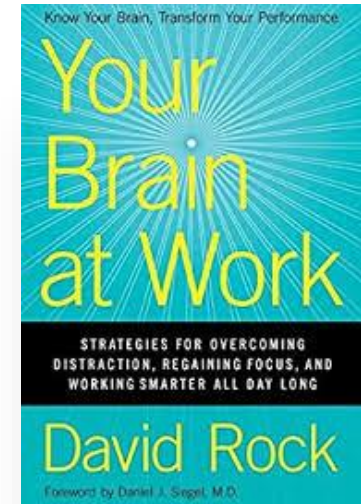
<https://neuroleadership.com/>



NeuroLeadership
INSTITUTE™

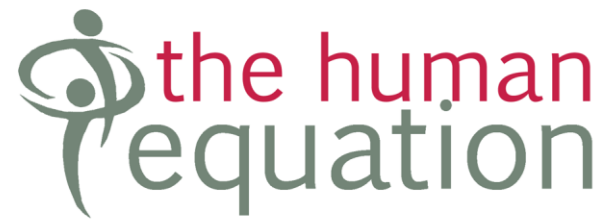
<https://peopleleaders.com.au/scarf-model/>

<https://www.strategy-business.com/article/09306?gko=9efb2>





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