

# GUARDIANS OF THE EARTH



**ANNUAL CONFERENCE**

APRIL 24-26, 2025

WESTIN SAVANNAH HARBOR  
GOLF RESORT & SPA

**GBA** GEOPROFESSIONAL  
BUSINESS  
ASSOCIATION

Jeff Gross  
Chief Empowerment Officer



# 2025 Annual Conference

## GUARDIANS OF THE EARTH

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### **Building Community - Internally and Externally**

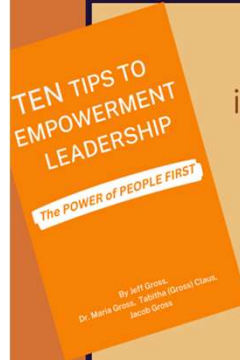
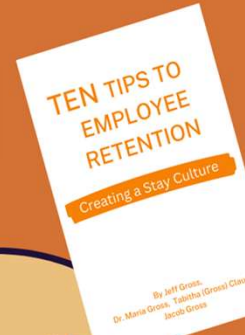
**Jeff Gross**

*Consultant, Speaker, and Author,  
Gro-Nova, Inc*





**Jeff Gross**  
Chief  
Empowerment  
Officer



## Jeff Gross

is the owner of Gro-Nova Inc and author of

*Ten Tips to Empowerment Leadership,  
The POWER of PEOPLE FIRST*

*Ten Tips to Employee Retention,  
Creating a Stay Culture*

*Next Gen Revolution,  
Multigenerational Leadership*



Jeff is passionate about empowering teams through the empowerment leadership training he offers. He has over 20 years coaching, leading, and building high-performance teams. Jeff's executive leadership experience includes working for small-to-large organizations including Fortune 500 companies.

He has a:

Master's Degree in Business Administration and  
Bachelors of Science in Engineering



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# OBJECTIVES FOR TODAY:



The importance of serving your internal and external communities

The benefits of building and serving these communities

Practical ways to engage and serve your communities



# My Introduction to Community



What does community mean to you?

Why is community building important

Internally?

Externally?

# Moving Beyond Just Caring



# We are seeking purpose.

## Research indicates that:

- **Millennials Seeking Meaning:**
  - **75% of Millennials are actively seeking meaning and purpose in life**
- **Gen Z's Desire for Purpose:**
  - **Sense of purpose in school and work is a significant driver of happiness for Generation**
- **Workplace Expectations:**
  - **63% of Millennials believe the primary purpose of businesses should be improving society**

# BRUTAL FACT

Employees are seeking purpose  
from their employers.

**Desire for Value Alignment:**

**Prioritize jobs that align with their personal values**

**Organizational Benefits:**

**Enhanced performance, innovation, and employee well-being**

# Internally and Externally Building Community Through



# Benefits From Community Service





**Profit**

**People**

**Planet**

# The Triple Bottom Line

## People

**SHAREHOLDERS**

**STAKEHOLDERS**



**CUSTOMERS**

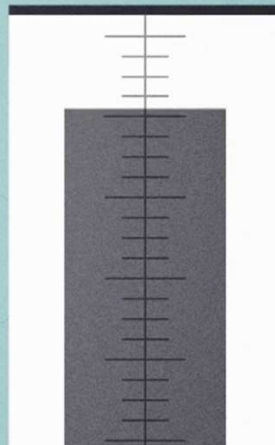
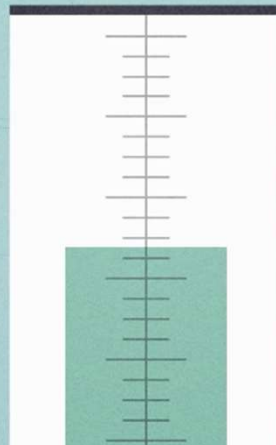
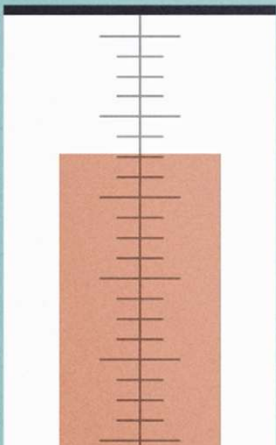
**EMPLOYEES**

**COMMUNITIES**

**SOCIAL**

**ENVIRONMENTAL**

**FINANCIAL**



# HOW to MAKE Corporate Social Responsibility (CSR) a Reality

- ✓ Create authentic and resonating CSR
- ✓ Not transactional or forced
- ✓ Starts with executive buy-in
- ✓ Not a one-off
- ✓ Aligned with company goals and competencies

# 70/30 Rule

**70%** of your company's social impact work should tie back to what your company does.

**30%** employee choice.



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# MORE THAN JUST VOLUNTEERING

## Partnering with Nonprofits

### For Nonprofits

**Financial  
Support**

**Increased  
Awareness**

**Lasting  
Relationships**



### For Companies

**Brand  
Awareness**

**Caring  
Reputation**

**Tax Benefits**

# How to Pick Your Project

- ✓ Interview Senior Leadership
  - Determine what they want
  - Identify social issues or causes
  
- ✓ Interview Workforce
  - Same questions
    - Surveys, Focus Groups, 1-1 Interviews.
    - Draw out insights and perspectives.
  
- ✓ Investigate what your competitors are doing.
  - Who are they partnering with?
  - How are they story telling?



# How to Pick Your Nonprofit

✓ Leverage your core competencies with your partner non-profit.



What types of nonprofits are aligned with what you do?



engineering **FOR  
CHANGE**

DISCOVER **ENGINEERING** 



 **Bridges to Prosperity**





# Join the Pledge 1% movement.



Are your community projects tied to what you do? If so, how?

# Soft Benefits of Serving Your Community

Different Perspectives

Gain Cultural and Social Awareness

Learn New Skills

**Tell your story.**

Develop EQ and Empathy


Strengthen Bonds

Break Down Silos

Increase Collaboration

Live Out Your Culture

Make an Impact

A group of diverse young adults, including men and women of various ethnicities, are sitting outdoors on a bench or ledge. They are all smiling and looking at their smartphones, suggesting a social gathering or a shared activity. The background shows a brick wall and some greenery.

“It feels good to help out in the community,”  
is the same for all generations surveyed:  
GenZ-66%, Millennials-68%, GenX-72%,  
Baby Boomers-67%



ALL Generations Crave  
Purpose in the Workforce

Before volunteering and building  
community was a nice to have,  
now it's a need to have.

We are wired to give, serve  
and connect.

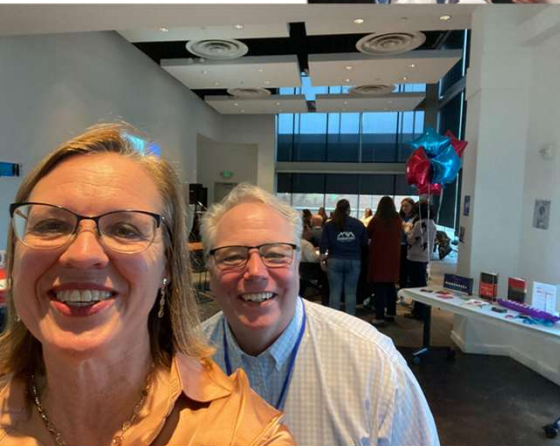


**Do Well**

A Venn diagram consisting of two overlapping circles. The left circle is teal and contains a line graph with a dashed trend line. The right circle is green and contains a globe and several hands reaching up. The intersection of the two circles is highlighted with a white horizontal band containing the text 'Do Well' and 'Do Good'. The background of the entire image is light gray with a faint hexagonal pattern.

**Do Good**







**TAKE**

**AWAY**

# emPOWER - ON!

Jeff Gross

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## Contact Info



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