

Social Work Perspective in Corporate Setting

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Abstract:

While organizations place a fresh emphasis on societal good, work-life balance, and social responsibility, they also appreciate behavioral intelligence in their employees more and more. Although this is outside the scope of most MBAs, it falls well within the purview of social work. The core skills that social workers are taught connect with a corporate focus on social and emotional intelligence. Social workers can contribute their understanding of human operating systems to company policies and Human Resources divisions.

Key Words: Social Work, Organization, Corporate, Intelligence.

INTRODUCTION:

From time immemorial, Social Workers have been looked upon as caretakers of people and situations. They pitch in when a crisis arises, and selfless intervention is required. Lately, in the last few decades, they are gripping with putting a foot down in the professional world and gorging on a place in it. Some valuable career paths have been carved such as mental health, community development, counseling, crisis management, and many more. These have undoubtedly been able to provide a social worker with the satisfaction of working as a professional alongside earning the satisfaction of making happier and healthier communities.

CORPORATE SOCIAL CONSCIOUSNESS:

The grasping and growing needs of the growing world has expanded the outlook in which a human desire to function. With an aim for distinctiveness and making a mark, an individual is continuously evolving. The merging of professions and their roles has become an urgent requirement for functioning in fast-paced economies. People with degrees in social work, public health, and other social sciences are being hired by large corporations. These businesses are recognizing the expertise of social workers in dealing with a variety of people-focused issues, including, but not limited to: workplace equity, work-life balance, diversity and inclusion, workplace culture, sexual harassment, privacy violations, hiring and onboarding, and corporate social responsibility.

Social workers can offer a new perspective on the internal community of a business since they are skilled in human interactions and behaviors. These wellness professionals may create and implement policies that address the genuine requirements of their workforce while forging connections with the community to strengthen the company's reputation. Additionally, staff members with social science backgrounds can offer professional advice that enables businesses to prevent ethical errors that might harm their reputation—or better handle them—in the future. Hence, the contribution of Social Workers in large companies shall not be surprising at all.

Programs that promote a higher level of social consciousness enable enterprises to create respect and trust both internally and externally—a quality that many businesses lack. Once a trusting environment has been created, talent attraction and retention as well as staff productivity increase. Customer relationships are positively impacted by a positive corporate culture and a positive community image, which increases customer loyalty and boosts the bottom line.

An organization that wishes to market itself locally, such as a financial institution, might recruit a worker with experience in social work. The social worker is adept at identifying the needs of the neighborhood and appreciates the importance of offering a local financial literacy education programme that is operated by volunteers. As a resource for the community, the programme fosters friendships, fosters goodwill, and informs individuals about financial goods.

The firm now has the confidence and chance to offer mortgages, small business loans, and other goods and services—goods and services that help the regional economy. Employees start to experience a sense of purpose in giving back to the community and pride in working for a company that shares their values at the same time.

CONCEPT OF INTEREST:

According to surveys, employers are struggling to locate workers with soft skills including communication, teamwork, adaptability, leadership, and strategic thinking and analysis. These workers are valued by employers and are harder to find. These soft talents are frequently just as important as hard skills if not more so for the success of an organization. Unsurprisingly, social workers have a lot of these.

This fact has not escaped the attention of colleges and universities, which are increasingly assisting their social science graduates in getting ready for corporate employment. Many universities that provide degree programmes in social work were early adopters of this strategy, educating students not only for conventional social work positions but also for non-conventional professions in the private sector. Organizational leadership, facilitating public discourse, innovation and change, technological proficiency, and data-driven decision-making are among the topics covered by students. The programme places a strong emphasis on presentation, teamwork, and community organization as fundamental skills that are useful in professional situations.

CORPORATE SETTINGS FOR SOCIAL WORKERS:

Social workers can apply their soft skills in several corporate jobs to comprehend needs, create programmes, inform participants, and offer resources. Here is an example of the various corporate positions that social workers are well-suited for:

- Management: Program management, organizational administration, and policy creation
- Human resources: employee feedback and surveys, change management, work-life balance policies, student loan payback rules, workplace culture, and sexual harassment policies and issues.
- Learning and Development: Mentorship and internship programmes; instruction in sexual harassment, diversity, and communication techniques.
- Coaching: Group facilitation, leadership abilities, and organizational change facilitation
- Counselling: stress reduction, mental health, facilitating and resolving interpersonal conflicts, substance misuse, and community resources

- Financial literacy initiatives for both customers and employees, tools for financial planning, and support for comprehending and utilizing firm products
- Emergency reaction circumstances; employee assessments, counselling, and referrals; employee assistance programmes
- Community development: the creation of programmes and services as well as funding for them to enhance the wealth, prosperity, and opportunities of the community.
- Corporate Social Responsibility: Determine charitable efforts, resources, and organizations that serve huge populations by identifying social needs.

THE RISE OF CORPORATE SOCIAL RESPONSIBILITY

Although the idea of corporate social responsibility (CSR) has been around for a while, it has only been in recent years that the idea of the private sector being held accountable to all stakeholders has gained ground. The idea of CSR did not completely take hold until a few decades ago, even though corporate donations and care for employee welfare have been around for generations. CSR initiatives have historically been utilized by businesses as a PR strategy to create favourable opinions of their brands. However, as consumer activism and socially conscious investing have grown, businesses have integrated CSR more deeply into their overall business strategies.

The rise in corporate social responsibility (CSR), or the actions businesses take to have a positive social impact and behave ethically, is directly related to the increase in social workers' employment at private sector businesses.

Social workers are being hired by certain businesses for unconventional positions. In order to focus on life management issues, such as the financial difficulties brought on by aging, Wells Fargo Bank has engaged social workers. To evaluate its user and privacy rules, Google has recruited a social worker.

A social worker can also assist with community needs evaluations, which can aid businesses in determining which charitable endeavours would be most advantageous to the region where they are located.

Social workers' roles are increasingly important as corporate volunteerism grows more popular. They can assist in determining the community's primary needs—and shortcomings—and where those requirements connect with the company's ideals.

CONCLUSION:

The new currency of participation, loyalty, and trust is understood by social workers and other professionals with training in the social sciences. They bring interpersonal abilities like active listening, behavior analysis, communication, facilitation, and conflict resolution to foster relationships that benefit both parties and improve an organization's capacity to fulfill its objectives.

Today, corporate social responsibility is seen as crucial to a company's bottom line. The preferences of both customers and staff play a role in some of this.

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