

Bringing mutualism to life



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beneva

Strategic plan

2 out of 5 orientations concern mutualism

Laying the foundations

Strategic objective

Bringing Beneva's own culture to life

How do we do it? By maintaining a dialogue with employees and managers throughout the year, through regular meetings and various communication channels.

Bringing mutualism to life

Strategic objective

Mobilize employees around the foundations of mutualism, thus encouraging their contribution to the development of the mutual and Beneva.

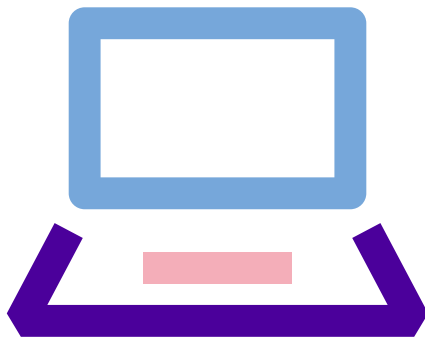
How can we do this? By enabling employees to take ownership of our business model, so that they can talk about it in a straightforward way.

Laying the foundations

Bringing Beneva's own culture to life

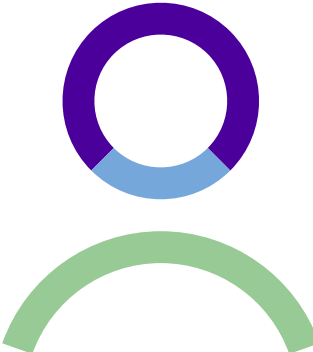
Recurring Events

For managers



Contact Meetings

1 meeting every 6 weeks



Leaders' Conference

1 face-to-face meeting per year

For management committees

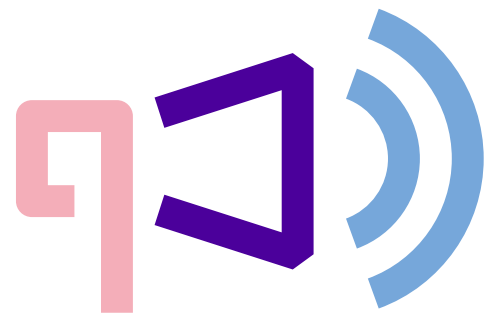


Executive Round Table

Promote alignment of management teams and provide input for organizational strategic thinking

Recurring Events

For employees



Employee meetings with management

Corporate event (in March) presenting the previous year's financial results and priorities for the current year



Conversation with management

Corporate event (in September) with more room for discussion and questions with employees



Year-end parties

Large-scale events to celebrate the end of the year



Great consultation

First edition in 2023 and next edition in preparation



Perspective meetings

Quarterly meetings with union executives

An
unprecedented
team exercise!

The Great Consultation

A group effort true to our mutualist values

More than **5,400** employees in workshops

More than **500** team workshops

With **+500** feedback forms analyzed

4,500 ideas generated

500 Spokespersons and ambassadors
attended an in-person event on September
12th

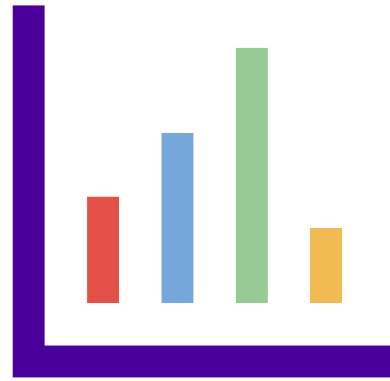
Other means and channels of two-way communication

For employees



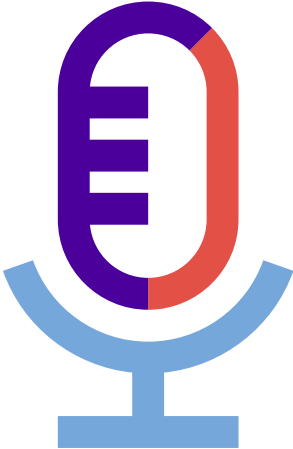
Officevibe

Survey sent every 2 weeks



Internal surveys

On social dialogue, employer branding, etc.



Corporate intranet and showcases

Feedback and comments



HR Mornings

HR issues (group insurance plan, pension plan, Workday changes, etc.)



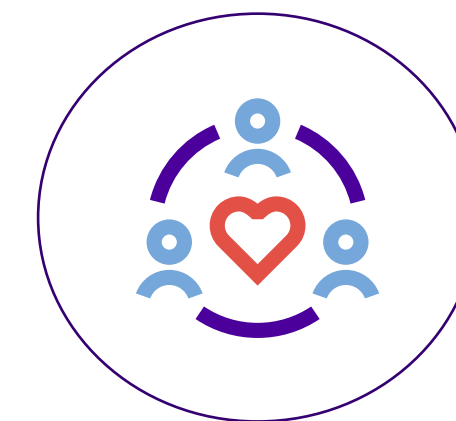
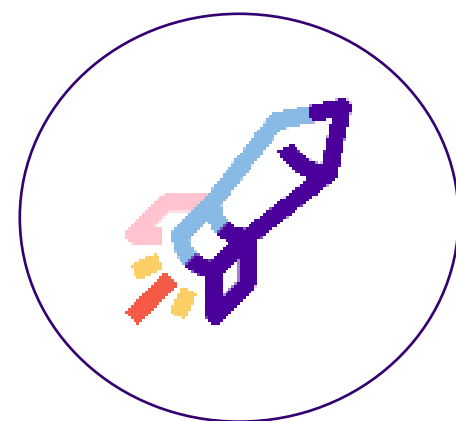
Feedback loop

A process that allows employees to contribute to solving problems identified by our members

Bringing mutualism to life

Mobilize employees around the foundations of mutualism, thus encouraging their contribution to the development of the mutual and Beneva.

Sections devoted to *Bringing mutualism to life*



1

Discovery

"I belong to the new Beneva mutualist community".

Examples:

- I'm discovering Beneva's **culture and values**
- I'm taking **the Mutualism course**

2

Adoption

"I understand how my mutualist experience sets me apart".

Examples:

- Learn more about **the United Way internal philanthropy campaign**.
- I want to know more about **the health and financial benefits** of mutual insurance.
- I take **part in conversations** about mutualism.

3

Involvement

"I get involved through programs and experiences".

Examples:

- I make a donation to **Centraide**
- Raising awareness of **mutualism**
- I organize a mobilizing activity with my colleagues
- I'm taking part in the **consultation** workshops

4

Commitment

"We embody our mutualist community, both internally and externally; we are committed citizen employees."

Examples:

- I'm increasing **my commitment to Centraide**
- I'm **my team's spokesperson in the Great Consultation**
- I participate in **the democratic life of the mutual** (e.g. apply to become a delegate)

Communication plan for the Discovery and Adoption

	MARCH	APRIL	MAY	JUNE	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
DISCOVER			<p>VPs in Senegal for SOCODEVI</p>	<p>Contact Meeting for Managers Feedback on focus groups, and training launch</p>	<p>Employee Intranet Focus group feedback and training announcement</p>		<p>ICMIF Conference (CEO presents at CX Panel) Internal employee debriefing and external communications</p>	<p>Social Dialogue Survey</p>
ADOPT			<p>Employee Focus groups (to measure understanding of mutualism concepts)</p>	<p>Executive Round Table</p> <ul style="list-style-type: none"> • Preview of training session on mutualism • Panel discussion with Beneva directors on mutualism 	<p>Mutualism training course launched</p>		<p>Leaders' Conference</p> <ul style="list-style-type: none"> • Mutualism discussion workshop • Preparing to hold it with your team 	<p>Mutualism workshops: people managers October 2024 to June 2025</p>

**We put employees at
the heart of our
actions.**

beneva

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