



Article published on December 6th 2011 | [Management](#)

Pramod was just another new employee in a large MNC. He was just 20 days old in the organization. He managed to collect Rs.30,000/- from his colleagues, with his initiative, to fund and support the education of 3 under-privileged girls struggling to pay their term fee, in a city college. In the process of collecting these funds, he also managed to get introduced to some of his senior-most colleagues in the organization, won stars for his involvement, accolades for his consideration and complete approval when he handed over the money to the college principal, on behalf of his organization. This is a real-life incident. He is a successful volunteer.

Run through any medium or large enterprise's website – CSR or Corporate Social Responsibility is a fundamental part of the brand building process. In fact for many the mission and vision statement reflect their active roles in building communities and indirectly talk of their volunteerism.

Volunteerism is seen as a great way to build communities and ensures that the company succeeds in projecting itself as one which believes in giving back some of its success to the land and people that helped in progress, in the first place. It shows participation concern and ethics. Volunteering is an effective business practice that helps build an organization's brand.

Any employee wanting to become part of this volunteerism in a business can become an instant fit within a business and its orientation programs. As the workplaces become contiguous with different generations, the only binding factor is the company's mission and the possibility of it making you feel good about yourself and your work.

Corporations with strong community ties or generous initiatives are better at attracting and retaining talent compared to companies solely focused on commerce. A focus on volunteerism can significantly improve employee morale, workforce culture and even retention, which is a policy that has built strong vibes and bonding among employees in companies like TalentPro. Volunteer programs add a whiff of fresh air to employee productivity programs.

For employees taking that extra mile to volunteer, it provides a feel good experience, helping them gain valuable administrative skills – like listing the action items for a task, putting teams together, choosing the right skills for a project and even working out the budgets. Volunteerism also gives organization's the opportunity to check if an employee's real world skills are appropriate for future projects.

Training potential candidates to enhance their basic skills can be a true feather in the cap. Training can be provided for deserving candidates to improve their vital skills in areas viz., management, motivation, addressing global issues, team building and behavioral enhancement. TalentPro for one provides such skill-gap facilitation in areas that can be customized to provide the right fit for the organization and for the employee who is aspiring to succeed.

While giving back is understood to be important, volunteerism is seldom hardly ever seen as an act that can improve a company's productivity. But it is!

It is time the selfless act is seen as one that can meet self-enhancing goals too.

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Article Keywords:

hr services, corporate training, staffing solutions

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