


Sixty percent of corporations allow paid time off for volunteer pursuits, according to United Way. While many companies are doing it for the “corporate goodwill” it engenders with the community, they are missing the mark on how to use volunteering for leadership development.

Volunteering can develop both soft skills and technical skills that can be applied back on the job.

For example, Jake Lewis is a project coordinator with a small manager, and of course will need to take coursework and exams to achieve that, but how much of a project manager’s job is soft skills? A lot. And he can learn many of those skills outside of the workplace through the volunteering that he

- » Persuasion
- » Planning
- » Delegating
- » Problem-solving
- » Strategic thinking
- » Project planning
- » Financial management

There are a myriad of ways to develop leadership skills in your employees and volunteering is an approach that can be implemented easily and with minimal investment. Volunteers develop both technical and people skills, and the skills they learn while volunteering can immediately be applied back on the job. 

allowing your employees paid time off for volunteer pursuits:

1.

in a training facilitator will cost much more than the \$30 or \$45 per hour you'll be compensating your employee to be learning a multitude of skills (generally training programs

2. Gen Z, the youngest generation entering the workforce

very concerned with creating a better world to live in

certainly contributes to both of those things, there are many volunteer opportunities that do so as well (see the above

though they are making a real contribution to society.

[reported this past summer](#) that young workers generally say they prefer to work for companies that have a commitment to corporate social responsibility. Many Gen Zers are interviewing you, your culture and values, and will choose their employer based on how they view the company's responsibility to the world at large. So, think about implementing this policy as a recruitment tool as well as a professional development tool.

3. Employees who participate in company-endorsed volunteer

companies they work for. Volunteer time off, or VTO, is becoming an increasingly popular tactic to keep employees engaged while giving back to the local community.



About the Author

Dr. Nanette Miner is a leadership development and workplace-learning [The Training Doctor](#), she has revolutionized the way that individuals are prepared for leadership roles in everyone in the company has the skills and business acumen of a leader. This for an organization.

She has written articles for *Chief Learning Office magazine*, and talk radio such as *Inc. Radio* and *America's Workforce Radio*.

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