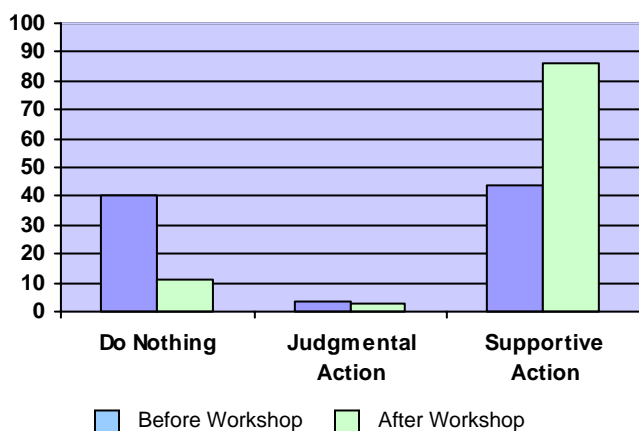


OneKindWord Workshop Results

The OKW training workshop results in a change in attitude toward parents and families; it also results in a change in action. Prior to the workshop, for participants who had observed an incident of conflict between a parent and child: 45.8% reported feeling anger or disgust with the parent; 39.9% reported feeling compassion; and 14.3% felt indifferent. In response to that incident, 50.5% reported doing nothing or saying something confrontational, while 49.5% said or did something supportive to defuse the situation. Forty-two and two tenths (42.2%) of those participants had at least some discomfort stepping in to assist in a conflict situation, while 57.8% were somewhat comfortable.

After completion of the workshop, results of participants' change in attitude and behavior are remarkable. Sixty-five and five tenths (65.5%) felt a sense of empathy for the parents, those who still had some negative perception of parents had decreased by almost half (24.4%). Eighty-seven and five tenths (87.5%) reported that they would step in supportively and take action the next time they saw a parent and child in conflict, almost doubling the

Participant Change in Action



initial results. Participants were well-prepared by the workshop, 74.8% of whom reported that they were at least somewhat comfortable defusing the situation, an increase of almost 20%.

Anecdotal reports from participants suggest that OKW has also changed the way that employees treat each other; the workshops had a significant impact on “internal culture” for their companies. The benefits of teaching conflict resolution through support and communication reaches beyond the customer.

In long-term studies, 50% of participants reported having used OneKindWord in their place of employment. An additional 35.3% reported that they recognized the situation needed to be addressed, and located a supervisor. A total of 85.3% of participants *did something* in these situations. Participants reported 87.5% had seen their supervisor promote or use OneKindWord.

Market Research and Value to Companies

OKW affects several significant factors of revenue: it enhances existing corporate social responsibility (CSR) and corporate liability policies and procedures, and impacts customer satisfaction and customer service.

Liability

OKW also teaches employees to identify preoccupied parents, and to take steps to prevent child injury and child safety incidents on the premises. Injuries can happen, particularly with young children. Children are quicker, more curious and often more daring than adults. When parents are on their phones, taking care of other children, or trying to juggle packages or other tasks, children may be at risk for injury. Annually, over 24,000 children are treated for shopping cart-related injuries in emergency rooms in the United States. Approximately 4% of those injuries require hospitalization and about 75% of those admissions are due to severe head injuries. 8% of those total injuries occur when a child's body part is caught in the wheel of the shopping cart.¹

In addition, on average, 215,000 children every year are taken to an emergency room due to playground-related injuries. Although not all of these injuries occur in chain restaurants or entertainment facilities that have play areas, it should be noted that 20% of the child deaths related to these injuries were due to a fall from the equipment.² In August 2005, the family of Jacob Buckettt was awarded \$20 million for a traumatic brain injury caused by a fall from playground equipment at a local Burger King. He was a typically developing 12-year-old until his fall; he is currently functioning at the developmental level of a six-year-old.³ This story is a tragic reminder of the responsibility that a company has to assure the safety of children on its premises, and the cost of accidents for *all* parties involved.

¹ Smith, Gary A. “Shopping cart related injuries to children.” American Academy of Pediatrics, Pediatrics, Vol.118, No.2 August 2006.

² National Center for Injury Prevention and Control, Playground injuries: Fact sheet. www.cedc.gov.

³ www.illinoislawyerblog.com

The number of injuries to children while in public places is staggering. A significant number of these injuries occur when parents are preoccupied. Participants of OKW training workshops learn to identify these situations quickly and address them without being confrontational. The product provides employees with the tools to prevent some of the child injuries that might otherwise happen on location.

Corporate Social Responsibility

McKinsey Quarterly recently completed a study on corporate social responsibility and its impact on revenue. 95% of CEOs surveyed agreed that society's expectations for companies to be socially responsible have dramatically increased in the past five years.⁴ 75% of those CEOs reported that the number of advocacy groups collecting information on their business has increased in the past three years. 48% have partnered with NGOs for business purposes.⁵ Over half of the CEOs surveyed (54%) believe that their level of corporate social responsibility gives them a competitive advantage over their top competitors.⁶

Companies like Chick-fil-A ("Character Matters"), Timberland (environmental stewardship), Chipotle ("Food with Integrity"), and IBM (technology for education) generate social responsibility annual reports alongside their financial annual reports to detail their current profits and their operational *behaviors* to the American consumer. A study done in conjunction with Morgan Stanley Dean Witter indicated that shares of companies that were more socially responsible and sustainable outperformed their counterparts by 23.4% between 1999 and 2003.⁷

Although there are multiple variables which affect share value, a number of them can be tied to social responsibility. These factors include: creation of shareholder value (socially responsible corporations appear more trustworthy to investors); increased revenue base (cause-related marketing and improved reputation increase consumer spending)⁸; lower business risk (social marketing for a cause can minimize the repercussions of critical incidents on company reputation); and, increased human and intellectual capital (environments that promote

social responsibility or a worthy cause are likely both to attract employees who are loyal and to retain quality employees)⁹.

Value of Parents in the Consumer Market

Currently, parents represent \$619 billion of the total consumer spending in the following markets: food, restaurants, household supplies, apparel, entertainment, personal care products and other minor miscellaneous expenditures.¹⁰ While parents account for a significant portion of total consumer spending, their purchasing experience, by its very nature, can be stressful and unpleasant.

Family-friendly environments are revenue friendly. An unhappy parent or a stressed parent is a customer who may terminate purchasing early or may not return at all. Recent studies have shown that there is a correlation between environment, consumer emotions and consumer behavior. Consumers spend more time in environments that are pleasant and evoke pleasure; as a result, there is an increase in unplanned spending. Unplanned spending decreases in environments that are unpleasant because of the negative effect on the consumers' emotions.¹¹ An environment that is friendly towards families -- and whose staff resolves conflicts in an efficient and supportive manner -- is likely to keep the consumer on the premises longer, and increase unplanned spending. Such environments will likely decrease or eliminate shopping trips that are terminated early due to parental stress and will increase planned spending, as well.

OKW will enhance any company's currently existing customer service policies when that company's goal is to promote a pleasant, pleasurable experience for families and other customers. Happy parents remain and spend more money. When a parent and child are in conflict, other customers may feel uncomfortable or leave the area, resulting in a loss of sales. OKW teaches employees to step in helpfully in those situations, and defuse the situation as quickly as possible, minimizing the disruption and loss of sales.

⁴ Bielak, D., et al. "CEOs on strategy and social issues." The McKinsey Quarterly, October 2007.

⁵ Pohle, George and Jeff Hittner. "Attaining sustainable growth through corporate social responsibility". IBM Global Business Services, IBM Institute for Business Value, 2008.

⁶ *ibid.*

⁷ Fittipaldo, S. "When doing the right thing provides a pay-off." Global Finance, January 2005.

⁸ Xueming, L. "Corporate social responsibility, customer satisfaction and market value." Journal of Marketing, Vol. 70, p. 1-18, October 2006.

⁹ Singapore Compact. <http://www.csrsingapore.org/>.

¹⁰ Bureau of Labor Statistics, Table 49: Composition of consumer unit: Shares of average annual expenditures and sources of income, Consumer Expenditure Survey, 2007.

¹¹ Donovan, Robert J., et al. "Store atmosphere and purchasing behavior." Journal of Retailing, Vol.70 No. 3, p. 283-294, 1994.