Case Study

Assent
Assent faced a critical business challenge: the need to nurture courageous and purpose-driven leaders within their organization. Recognizing that company culture is shaped by its leaders, Assent envisioned a powerful initiative that would bring leaders from across the organization together. Their goal was to create a day filled with community giving, experiential learning, and a profound realization of the impact they could make collectively.

By partnering with MeaningfulWork, Assent was able to coordinate a leadership training day called “Lead with Purpose”. The eventful day was packed with:

- Workshops facilitated by industry professionals
- Real-life case puzzles faced by Make-a-Wish Canada
- A Make-a-Wish reveal for a Wish Kid

Summary
Assentees from all around the world came together to volunteer their skills and expertise for Make-A-Wish Canada as part of their 12th Lead with Purpose leadership training session. Assentees joined virtually and in-person at their Ottawa head office to work in teams to solve one of four puzzles Make-A-Wish Canada was facing.

The event was designed to foster leadership development, encourage purposeful engagement, and help align their team with Assent’s mission and purpose. Assent was also able to share their impact with a customized Impact Report.

The Challenge
Assent wanted to nurture courageous and purpose-driven leaders within their organization. Recognizing that company culture is shaped by its leaders, Assent envisioned a powerful initiative that would bring leaders from across the organization together. Their goal was to create a day filled with community giving, experiential learning, and a profound realization of the impact they could make collectively.

- 73% felt more engaged as an employee as a result of team volunteering
- 81% felt more aligned with Assent’s mission & values
- 88% felt more connected to their team members
- 94% would participate in team volunteering in the future
The Case Puzzle

Assentees addressed several challenges Make-A-Wish Canada faced, including optimizing data storage practices, improving access to deliver wishes to rural communities, developing fundraising strategies to align with ESG/CSR goals and boosting corporate donations. Assentees leveraged their expertise in logistics, IT, and ESGs to provide valuable insights on how to solve these real-life challenges. Make-A-Wish was also able to use Assent’s innovative ideas to support their employee engagement efforts from an employee’s perspective.

As a result of the tremendous efforts from Assent, Make-A-Wish was able to receive step-by-step implementation plans, expert advice regarding their logistics, and recommendations to scale their fundraising efforts.

“We were absolutely thrilled with the event’s excellence and thoughtful organization! The captivating case puzzles and the seamless partnership between MeaningfulWork and the Make-a-Wish foundation made it an unforgettable experience.”

Phillippe Desrochers
Director of Talent Acceleration, Assent

A Win-Win For the Community

By partnering with Make-A-Wish, Assent showcased their dedication to giving back and making a positive impact in the communities where they operate. Assent’s pro-bono services to Make-A-Wish helped to increase the organization’s capacity to serve thousands of critically-ill children across Canada.

Mary Ellen’s Workshop

After an equity-centred design thinking and design justice workshop to equip Assentees with the necessary tools to develop more inclusive and just solutions, Mary Ellen Schaafsma gave a keynote on “Leadership as a Force for Purposeful Impact”. She helped inspire participants to understand how they can be catalysts for meaningful change.

Ready to make an impact?
Learn more at meaningful.ca

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