



PROJECT TITLE: Culturally-Responsive Approaches for Caregiving Innovation

PROPOSAL NUMBER: 02-06191.UL

PIs: Theo Edmonds

RESEARCH THEME: Population Health

BUDGET: \$50,000

UNIVERSITY: UL

PROJECT YEAR: 1

PROJECT DESCRIPTION:

This project will seek insights into (1) what ways culturally-responsive approaches might strengthen psycho-social resources for employees; (2) how executives can teach their employees hope and build strategies that instill it in the organization; (3) incorporate culturally responsive communication around hope to build trust between management and employees; and (4) explore ways in which hope can become a strategic framework for business growth.

HOW THIS IS DIFFERENT THAN RELATED RESEARCH:

Many studies have noted the advantages of positive psychology in the workplace, and researchers have developed measurement tools that assess levels of hope as well as agency and pathway thoughts. However, few studies have examined the explicit development of culturally-responsive approaches to hope as a strategic business framework.

EXPERIMENTAL PLAN:

Use a culturally-responsive employee discovery process, which reveals new insights related to how cultural strategies can enhance employee and client engagement. Mapping a multi-dimensional employee journey is central to the effectiveness of this project.

EXPECTED MILESTONES:

- (1) Write a position paper that draws from a systematic literature review on culture, hope, trust, and belonging (HTB) related to care giving and innovation/entrepreneurship for products or structural improvements.
- (2) Utilizing CCP's HTB survey prototype, conducts surveys to inform the discovery process.
- (3) Facilitate three culture labs.
- (4) Identify at least one new, actionable design, co-created with employees, for developing a strategic hypothesis for growth.

BENEFITS TO INDUSTRY:

Understand the benefits of culturally-responsive approaches to employee engagement and employee health. Develop a flexible, strategic outline for franchise-wide approaches that could be implemented at scale with opportunities identified for cross-sector application.

EXPECTED DELIVERABLES:

- (1) Position paper/process map (based on systematic lit review)
- (2) HTB measurement + culture mapping
- (3) Hypothesis testing and minimum viable product (MVP) for with an action plan for implementation strategy
- (4) Innovation/entrepreneurship design workshop with leadership