



SOCIETY for
INDUSTRIAL and
ORGANIZATIONAL
PSYCHOLOGY

SCIENCE FOR A SMARTER WORKPLACE

PRO-SOCIAL I-O PSYCHOLOGY: **Highlighting Pro-social Work Across All Sectors**



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INTRODUCTION

Pro-social I-O work utilizes the research and practice of I-O psychology to benefit individuals and society as a whole. Expanding the impact of I-O psychology beyond workplace walls, pro-social activities may focus on issues that carry a broader cultural impact, such as diversity and inclusion, fair wages, and sexual harassment. However, pro-social I-O work is not limited to these activities, but rather is inclusive of any application of I-O psychology that is centered on enhancing the lives of people on an individual, organizational, and societal level.

This ebook highlights several I-O practitioners and academics who are making a pro-social I-O impact through placing people at the center of their work. Each page contains a bio along with a meaningful personal quote pertaining to pro-social I-O, and some pages also include links to additional information about the individual(s) featured on that page.

While the primary application of I-O psychology is inherently the workplace, pro-social I-O leverages its positive impact on organizations to broaden the reach of I-O research and practice to the individuals and communities that surround them. Whenever we apply our I-O knowledge and skills to benefit the greater good, we are doing pro-social I-O work.



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Alexandra Zelin, Ph.D.



Dr. Alexandra Zelin is an assistant professor of psychology at the University of Tennessee at Chattanooga and was the Women's Inclusion Network committee chair from 2019-2021 for the Society for Industrial Organizational Psychology. She received her Ph.D. (2017) and MS (2013) in Industrial-Organizational Psychology from the University of Akron and her BS in 2011 as a double major in Psychology and Sociology at the University of Mary Washington. Her primary research interests include workforce diversity and the prevention of sexual harassment and violence both in and outside of organizations. She is an active member of the Society for Industrial Organizational Psychology, and has published research related to gender, equity, and sexual violence, and moving toward taking an intersectional approach with her research focus. She won the APA Division 35 Mary Roth Walsh Teaching the Psychology of Women award in 2020.

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QUOTABLE FROM OUR INTERVIEW

“I overcome some of these obstacles by trying to put myself out there. Trying to come across like Ruth Bader Ginsberg was saying, something along the lines of, “lead in such a way that others want to follow.” So kind of giving the, “okay here’s what we need to do and why” as not an attack not as ‘you’re stupid you don’t realize this’ but how do I get you excited about doing this and realizing how beneficial this will be for you. But also we talk about pro-social IO work as helping out individuals, and trying to keep it at the individual level focus, right. To sell it to organizations we talk about for the organization it’s going to increase revenue and all this other great stuff. But the main goal is if you don’t care about your employees and workers then why should they care about you? And trying to make that argument that yes the outcomes are going to be great, let’s talk about money. But even within the department even with the organization, it’s going to go a whole lot better if we have these values of justice and equity.”

Alison Eyring, Ph.D.



Alison Eyring, PhD, is the founder and CEO of Organisation Solutions. Since 2000, Organisation Solutions has served leading global MNCs and high growth companies to build organization, team and leader capabilities for business growth and transformation across 5 continents. In 2020, Alison led the creation of Produgie, a B2B SaaS whose mission is to empower inclusive growth. Produgie democratizes growth leadership services by providing premium growth leadership services as affordable, pay-as-you-go products. Alison is also an award-winning author (Pacing for Growth (2017)), an adjunct Professor at the National University of Singapore Business School, and she serves on the Advisory Board to Shop Up in Bangladesh. She has been a member of SIOP for more than 30 years.

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QUOTABLE FROM OUR INTERVIEW

“ I think the starting point is to think as a person, “So, what’s my life about? What is my purpose?” And I find that most people, when they ask those questions, find that there’s something more than just making a wage...It’s in us. It’s just the most human, basic instinct - to help other people. The starting point is, “What is it in my heart that wants to compel me to do something?” Then the next point has to be, “So, who can I help?” And then the way to help can’t be, “I’m going to do this to you,” but, “What is it that you need?” We have to look around our communities; there are all kinds of organizations that need our help. I think maybe the biggest barrier is for people to really clarify their vision and then take action in a concerted way that over time has an impact. ”

Amber Tichenor, Ph.D.



Amber Tichenor has a Ph.D. in Industrial/Organizational (I/O) Psychology and is the founder of To Be, Coaching + Consulting®. She is the author of, “Behind Frenemy Lines: Rising Above Female Rivalry To Be Unstoppable Together” released by Morgan James Publishing, 2021. She has 20+ years’ experience as an Organizational Change Strategy and Leadership consultant where she helped guide businesses through transformational change.

Amber is a thought leader in the topic of women’s rivalry. She has studied this issue extensively and wrote her PhD thesis about rivalry between women in the working environment. She consults with organizations, offers speaking engagements, and workshops on this important topic—what it means, the importance of the phenomenon, the challenges, behaviors, coping, and recovery steps. Amber’s goal is to promote collaboration over competition. To empower women to find their voice, leave the rivalry behind, and team up with a community of like-minded women who support each other, to be unstoppable together.

Amber is an active member of the Society for Industrial Organizational Psychology, and is a committee member on the Women’s Inclusion Network (WIN). She received her PhD (2011) and her MS (2006) in Industrial Organizational Psychology, from Capella University.

QUOTABLE FROM OUR INTERVIEW

“*[My advice is] to be open; explore what’s out there. I’m a huge advocate of information interviews. If you see someone doing something that is interesting to you or like how they got to where they are now, ask them about it and learn more. People love to share how they’ve gotten to where they are, especially if they can help someone else. If you put it in the pretense of an informational interview versus a formal interview it kind of takes the pressure off and you’re doing some discovery work, like it’s your own personal marketing work. I think that’s super huge because there’s so much out there. Just being open to the gray, not just the black and white.*”

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Bill McConochie, Ph.D.



Bill McConochie has been a practicing psychologist since 1965-66. His work in I/O psychology has mainly been building batteries of tests for many purposes, such as screening applicants for jobs across various industries including for the trucking, police, and currently he is building a measure of embezzlement and fraud-proneness, for any and all industries. These batteries save lives whether it is by keeping accident-prone drivers off the road, protecting communities from overly violent police, or discouraging criminal behavior. Thus, while they help employers, they also help employees to succeed and keep citizens safe.

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QUOTABLE FROM OUR INTERVIEW

“Successful individuals enjoy life more and make better employees and citizens--but beyond that, working toward pro-social goals can save lives. Sometimes indirectly and other times very clearly. For example, in my clinical work I built a measure to detect suicide-proneness with proper psychometric properties after doing evaluations of veterans for the VA. Twenty-two veterans per day commit suicide. The questionnaire provides about 30 facet scores that signal suicide-proneness and provide treatment clues.”

Emma McKee



Emma McKee is currently the Senior Manager of People at Per Scholas, a national organization providing skills training and access to employer networks for individuals often excluded from tech careers. In her role on the People Team, Emma focuses on the engagement, development, and retention of the organization's amazing staff. Emma started her career on the technical side of Insurance and, as she progressed in her leadership positions, she realized that her true passion is creating people strategies that enable individuals to feel empowered and thrive. Emma holds a bachelor's degree in Finance from Michigan State University and a master's degree in Organizational Psychology from the University of Hartford. In her free time, Emma enjoys spending time outdoors with her husband, daughter, and two dogs as well as volunteering with local organizations.

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QUOTABLE FROM OUR INTERVIEW

“ I learned about pro-social work throughout my career as I dug further and further into my interests of understanding people and teams, and how we can focus on the employee experience to create psychological safety. All the things that really lead to well-being of people within an organization, which ultimately leads to well-being of the team and in my opinion the well-being of the organization. I see that connection very clearly. And that's what drove me to go back to school, get that information, and then just reach out to people in the industry to learn about the different areas and careers you can go into. That's how pro-social came into my view. If you're interested in this type of work, honestly, this visibility e-book is the perfect opportunity to have the ability to see what people are doing out there. So, do a lot of digging, see who's out there--I'm a big proponent of reaching out to people on LinkedIn. I find that people are so willing to connect and talk, and offer insight or advice if you're interested in connecting with people who are out in the field. ”

Erin Eatough, Ph.D.



Dr. Erin Eatough is an I-O psychologist at BetterUp who has expertise in the promotion of well-being. She and the broader BetterUp team are fighting for social justice and equity by donating evidence-based leadership coaching to historically underserved populations. BetterUp has partnered with 5 nonprofit organizations, including Back on My Feet, Adelante Mujeres, Defy Ventures, Transparent Collective, and the Hidden Genius Project to provide 6 months of 1:1 coaching to 135 individuals who represented previously experienced homelessness, Latina small business owners, formerly incarcerated, start-up founders from underrepresented groups, and young Black men in tech. At BetterUp, Erin has led thought leadership on inclusive leadership and has helped numerous organizations such as Google and Mars design coaching programs focused on inclusion, belonging, and supporting underrepresented groups. Erin's current focus is to help organizations use BetterUp's research to make evidence-based decisions and transform lives through coaching. Before BetterUp, Erin was an assistant professor at the City University of New York in the industrial-organizational psychology doctoral program. Erin received her PhD in Industrial-Organizational Psychology from the University of South Florida.

QUOTABLE FROM OUR INTERVIEW

“In the past, in order to get buy-in for organizational interventions that improve well-being or help people thrive in a holistic way, you needed to prove out the business case. How would it impact performance? What connection does it have to innovation or the bottom line? But more recently--especially in the last year--the goal of helping people find belonging or manage their stress better is being seen more and more by leaders as virtuous in and of itself. Thankfully, the business case is there too, but I am optimistic about a general trend toward a more enlightened view of the organization's responsibility to its people.”

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Helen Ofosu, Ph.D.



Dr. Helen Ofosu completed her studies at McMaster University and the University of Windsor. She is the founder of I/O Advisory Services, a Coaching and Consulting firm. In addition to Career & Executive Coaching, her specialties include the assessment and development of leadership skills, inclusive recruitment and selection of staff and executives, and navigating the complex issues of workplace bullying, harassment, diversity, equity, and inclusion.

Because of the combination of her professional and lived experience, she has been highly sought out by racialized executives, professionals, and progressive business owners and leaders who are coming to terms with the consequences of systemic discrimination.

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QUOTABLE FROM OUR INTERVIEW

“For me, it’s often about helping people be more successful, more authentic, and happier when they’re working. Generally speaking, this means doing things that help individuals become more effective at applying their skills and knowledge better and with more self-awareness. But on the HR side, I think where I’ve been adding the most value is supporting organizations that want to be more inclusive, and that means so many things. It is not just the diversity lens we’ve been talking about in 2020, it’s all kinds of diversity. Sometimes that means adjusting hiring processes so that people can be chosen based on what they can contribute. Sometimes it is adjustments so that there is more opportunity for the neurodiverse.”

Running my own business has always been a matter of applying the skills and abilities that I had developed elsewhere but in a different context. I am always problem-solving, either for individuals or for organizations but because of who I am, and what excites me, it has been mostly pro-social.”

Janai Wallace



Janai is the Director of Learning, Research, Analytics and Development at Greatheart Consulting. Greatheart helps companies develop inclusive and courageous leaders to generate opportunity and transform cultures. Janai has a MA in I-O Psychology as well as a MA in Reconciliation and Intercultural Studies. Before Greatheart, Janai spent 9 years living, working, and exploring in China.

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QUOTABLE FROM OUR INTERVIEW

“ The thing I love about the skills we learn through studying I-O is that it can be used everywhere. Within your company you can use your knowledge of both people and systems to ensure that organizations are enacting inclusive practices, and you can develop creative research-based ways to support employees in learning and behaving in these ways.

Additionally, non-profits often are in a budget crunch. This too often means that things like organizational development, program evaluation, and research-based practices can get left out. If you have an org you care about and support, doing projects with them using your I-O knowledge can be a great and much appreciated contribution that benefits the company and can expand your own project experience. ”

Joshua Caraballo, PsyD



Josh earned his doctorate in psychology with an emphasis on business and consultative psychological methods at the Chicago School of Professional Psychology. He has worked with nonprofits for over a decade, and as a Research & Evaluation / Data Analysis professional for over four years. He currently works with the Children's Services Council of Broward County, helping to facilitate programmatic outcome evaluation for Family Strengthening (FS) and Maximizing Out-of-School Time (MOST) research-based interventions, implemented for the enhancement of wellbeing with children and families in the county. Josh has a particular interest in the use of social-psychological, mass media research designs, and its subsequent models for human change, which drive betterment at the individual, group, and societal levels, both in and out of the workplace.

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QUOTABLE FROM OUR INTERVIEW

“ [Pro-social work] is probably some of the most redeeming work that I've ever done in my life...Every day is not easy. We spend our entire lives trying to find something that we can align ourselves to and that we can be passionate about every single day. To find that, it's almost like finding your significant other. It's rare, but it happens, and it's out there if you're willing to find it. I feel so lucky because I think I found it. And that makes me really happy. It doesn't mean that it's not hard work, but that's where I'm at and what I hope for every single person that's out there who's thinking about or in the midst of learning about I/O psychology or any other type of psychology doctorate or master's. You're doing something that is so important for your life...and if it doesn't happen immediately, do not lose hope. Just keep trying and eventually you will find that thing. ”

Joseph Griffith, PsyD



Joseph Griffith is a veteran of Organizational Consulting spending 30 years in the Insurance Industry, during which he earned his doctorate in Psychology and turned to the consulting world helping small businesses—many times at a reduced cost and at times no cost. Due to his successes in life, he feels it is important to give back, as our society needs more of a giving nature—especially during the current pandemic. Joseph has made it his personal mission to “make people better.” He feels this will pay off when the time is right, but if he can help people and make them better, society will become better as well.

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QUOTABLE FROM OUR INTERVIEW

“*My mission in life and work is to make people better regardless of any other issue and to do that I felt that I created my own approach to pro-social work by taking on business and people who are not able to pay. I simply tell them to either pay it forward or when they get rich from following my advice to remember me then. Many tell me I am crazy for not demanding payment, which is the obstacle; I will help others before I help myself. I trust the Golden Rule and know that if I do for others, they will do for me and good things will come my way.*”

Julie Olson-Buchanan, Ph.D.



Dr. Julie B. Olson-Buchanan is currently the interim dean of the Craig School of Business at California State University, Fresno. She came to California State University, Fresno in 1992 from the University of Illinois, Urbana-Champaign where she was a National Science Foundation Fellow. As Department Chair of Management, Dr. Olson-Buchanan led her department to achieve Engaged Department Recognition as a result of its multi-level pro-bono work with nonprofits in the community.

Dr. Olson-Buchanan is well-known and recognized for her service to the profession and community. She is currently serving as the main United Nations representative and chair for SIOP (an NGO with special consultative status to United Nations ECOSOC) and was recognized for her service to the profession with the SIOP Service Award in 2011. She is currently Past-Chair of the Board of Directors of Central California Food Bank and has been on the board for 12 years. While she served as Chair, the food bank expanded its coverage area from 3 counties to 5 counties and increased its distribution of food to those in need from 22 million pounds to nearly 40 million pounds, with the same number of staff. She was recognized for her contributions as a Top 10 Professional Woman by Marjaree Mason Center in 2011.

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QUOTABLE FROM OUR INTERVIEW

“ I think many I-O psychologists have a passion for humanitarian efforts, whether it's in the area of children welfare, the healthcare system, food insecurity, or the climate. Many of us have these passions already and finding ways that you can contribute through your expertise is especially meaningful -- you're contributing, you're volunteering, you're supporting in a unique way that not only brings visibility to the field of I-O Psychology, but it also really helps support that area that you're passionate about. So I would recommend seeking those opportunities from the areas where you are most invested in terms of your heart or your passion or where you would like to be. It's intriguing to see the scope of what I-O psychologists do in terms of giving back. ”

Juliet Aiken, Ph.D.



Juliet Aiken, Ph.D., is a Co-Founder and Principal Consultant at Conducere and Director of Research, Development, & Assessments at Thine. Previously, she created and served as the Program Director for the University of Maryland I-O Master's of Professional Studies. Juliet's research, teaching, and practice focus on statistics and measurement, and diversity and anti-racism/anti-oppression. Juliet serves I-O through SIOP committee membership, and through the development of running of the I-O Coffeehouse, a community focused on developing an anti-racist I-O. She is also a recipient of the 2017 IPAC Innovation in Assessment Award and the 2020 SIOP Early Career Award in Practice.

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QUOTABLE FROM OUR INTERVIEW

“When I talk to I-O psychologists and ask them why they got into I-O, it's so common to hear that they wanted to help people. So I think that's natural that you have a lot of I-Os that do pro-social work, and like me, didn't know there was a name for it because the majority of our research studies that are published are published in private sector organizations, and mostly knowledge working organizations. However, this creates a lot of limitations if you believe that I-O is only relevant for the private sector, and therefore, I-O is only relevant for making money. But that's just not true. We know that there are I-Os out there in every sector who are striving to make a meaningful impact in the pro-social space.”

Kyana Beckles



Kyana Beckles is the founder of Leverage Assessments, a job testing company. It is her intention to improve the tests that she supports, make them more fair, and educate clients on the impact of their decisions. Additionally, she is the chair of the Blacks in IO Law Enforcement task force and is the Cofounder of the Black Government Contracting Club. Kyana hopes to improve the lives of those in her community through the work of these groups.

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QUOTABLE FROM OUR INTERVIEW

“ I think the US has a perspective of capitalism that is almost exclusively based on profitability, and so if you want to start a company with a cause or a mission, the idea is that you’re doing something nuanced or brand new when in reality it should probably be the opposite. I was not put on this earth in order to work. We work in order to live; we work in order to create communities, families, and support our societal structures. So we should think about that as the default rather than something like a pro-social distinction where everyone else is solely focused on profitability and there is a small group of us who care about people. It seems a little backwards, and then when we see some of these backwards outcomes in our society we act so surprised by how this happened. It’s because our default is not focused on community or culture. ”

Linda Hoopes, Ph.D.



Dr. Linda Hoopes is the founder and president of Resilience Alliance, an Atlanta-based firm focused on helping individuals, teams, and organizations learn to thrive in turbulence. She is the author of *Prosilience: Building Your Resilience for a Turbulent World*, which won the 2018 EPIC award for best nonfiction book. Her Personal Resilience Profile assessment is used worldwide to help individuals understand and develop their readiness for challenge. Linda received her Ph.D. in Industrial/Organizational Psychology from the University of Tennessee and is licensed as a psychologist in the state of Georgia. She is also a musician, photographer, sailor, and massage therapist, and incorporates these influences into her work.

QUOTABLE FROM OUR INTERVIEW

“When it comes to finding opportunities to help others and offer pro bono work: the more you speak, the more you speak. Get in front of groups and people hear you. They think of you and they contact you and they say, would you be willing to do this.”

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Stuart Carr, Ph.D.



Focused on the work psychology of Sustainable Livelihoods, Stuart Carr's research, service, and teaching includes topics from job evaluation to occupational security, and a range of sectors from civil society to civil services, and educational to private sector organizations. These are often linked in supply chains that straddle informal and formal sectors, micro-businesses, multinational corporations and multilateral bodies across the UN. Pro-social Humanitarian Work Psychology includes these inter-sector and inter-organizational dynamics, and links us all to the UN Sustainable Development Goals (SDGs).

QUOTABLE FROM OUR INTERVIEW

“ I think most people go into psychology including into I-O because they want to make a difference. I think all I-O has pro-social in it...You know when we teach organizational commitment we teach the individual's commitment to the organization. Normative, affective, continuance. And that's kind of pro-social because it's helping people to fit in. But bringing it to the foreground would say how does an organization commit to the worker? It's not just about the affective, normative, and continuance commitment of the worker but of the relationship the organization has and the commitment that the organization shows to the individual workers in its employ. So pro-social is just extending what we already do. But it's accentuating the pro-social bit to the front. It's about who the primary client is and keeping that in mind. And most codes of conduct talk about duty to the client which is usually the employee not really the organization. So this is just about accentuating the positive even more in our discipline and profession. ”

Virginia Schein, Ph.D.



Dr. Virginia E. Schein is an International Consultant in the area of Gender and Leadership and Professor Emerita of Management and Psychology, Gettysburg College. She has also been a professor at the Wharton School of the University of Pennsylvania, Baruch College of the City University of New York, and Yale University. She is a past president of the Work and Organizational Psychology Division of the International Association of Applied Psychology (IAAP) and the Metropolitan New York Association of Applied Psychology (METRO) and is a founding member of the Global Organization for Humanitarian Work Psychology. Dr. Schein is internationally recognized for her groundbreaking research on gender stereotyping and requisite management characteristics and her widely cited research spans four decades and five continents. A graduate of Cornell University, she received her Ph.D. in Industrial-Organizational Psychology from New York University and is a Fellow of SIOP and IAAP.Center in 2011.

QUOTABLE FROM OUR INTERVIEW

“Who are these women living in poverty with their children? What circumstances brought them to these impoverished conditions and what can we as a society and organizations do to help move them out of poverty?... We can influence via statistics or we can influence via the heart.”

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Zytaly Magaña

Alexandra Ochoa



Zytaly Magaña (left), Co-Founder of Latinos in I-O Psychology, is a first-generation Mexican American who is passionate about advancing the best interest of organizations relating to DE&I, Leadership, and Gender Equality. Zytaly is currently pursuing her MS degree in Industrial-Organizational Psychology and is expected to graduate in Spring 2021. Her master's thesis is unpacking the social and structural components of job complexity to understand its impact on the gender wage gap. Her thesis topic of choice was influenced by her passion of narrowing the gender wage gap, especially for Latina women, who are statistically one of the lowest compensated minority groups. The mission of Latinos in I-O Psychology (LIOP), "to foster a psychologically-safe and inclusive community organization that empowers Latinos within the field of Industrial-Organizational Psychology through mentorship, collaboration, networking, and resources, all while preserving and embracing Latino culture" was created by collaboration from its members. LIOP's principles and objectives revolve around the core values of empowerment, community, representation, and authenticity.

Alexandra Ochoa (right) is a first-generation and the first in her family to receive an MS degree in I-O Psychology. She currently works in Central America as a consultant (pro-bono) and the Co-Founder of Latinos in IO. She enjoys kayaking and sewing. For the past three months, she has been learning how to make masks for the pandemic and send them out to friends and family.

LIOP is a platform for all: I-O practitioners, researchers, those in academia, students, allies, and those who wish to learn more about the field of I-O Psychology. They encourage everyone to connect with us on all their social media platforms such as LinkedIn, Instagram, TikTok, etc. Visit their website or email them for collaboration/volunteer opportunities.

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TIKTOK

QUOTABLE FROM OUR INTERVIEW



ZYTLALY
MAGAÑA

“ Reflect on your personal I-O philosophy, we all have one. Reflect on what you value within this field and think about the blind spots and gaps that exist. If you find that there is a group out there that interests you, reach out to them. If you find that there is no existing group out there based on what you’re looking for or what you value, consider creating it. There’s a strong likelihood that others will see a need as well. ”



ALEXANDRA
OCHOA

“ One of our goals was to be very transparent and authentic with our Community as well as people that want to be heard around our Community. We have had to examine our own privilege and understand that sometimes our voice doesn’t always have to be heard and it’s other people’s voices that have to be heard. And we have this space in this Community that other people can come in and let their voices be heard. ”

CONCLUSION

Participants for this e-book were selected from those that had registered with the Corporate Social Responsibility, Pro-social, and Humanitarian I-O Psychology Registry (found [here](#)) or those identified as doing pro-social I-O work.

Are you interested or do you know someone who might be interested in being featured for their pro-social I-O work? Email siopprosocal@gmail.com to find out how to get involved.



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