

100% EMPLOYEE ENGAGEMENT— GUARANTEED!

Introducing a New Management Model

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Program Outline

The Employee Engagement Problem: Businesses are Experiencing Very Low Levels of Employee Engagement in Business Organizations—World Wide

- I. Business Leaders want a High Level of Employee Engagement
 - A. Employee engagement is the primary driver of:
 - Profitability
 - Productivity
 - Innovation
 - Employee loyalty
 - Customer loyalty
 - Stock price
 - B. Companies with a high level of employee engagement:
 - Outperform companies with a low level of employee engagement
 - Enjoy substantial cost savings due to reduced employee:
 - Turnover
 - Absenteeism
 - Accidents
 - Theft
 - Are magnets for attracting the best talent

II. Employees Also want a High Level of Engagement

A. Engaged employees:

- Love what they do
- Are emotionally attached to their work
- Come to work every day excited about working at their full potential

III. Employee Engagement is all about Motivation

A. Keys to understanding human motivation:

- Human beings are motivated by self-interest
- Human beings are perpetually wanting animals
- Human needs are arranged in a hierarchy of importance



The Maslow Need Hierarchy

IV. The Maslow Need Hierarchy as it Relates to Employee Engagement

V. Conclusions about Human Motivation

- A. It's *impossible* to motivate people at work
- B. Self-actualization and employee engagement are the same thing
- C. People want to be engaged with their work

The Cause of the Employee Engagement Problem: Businesses Insist on Clinging to a Management Model that *Prevents* Employees from Becoming Engaged with Their Work

- I. The Traditional Management Model
 - A. Management decides upon and communicates the performance numbers or objectives that employees are expected to achieve
 - B. Management monitors actual performance numbers to see how they compare to expectations
 - C. Management provides objective feedback on performance supported by rewards and punishment
- II. Why the Traditional Management Model *Prevents* Employees from Becoming Engaged with Their Work
- III. Conclusion:
 - A. It's **Impossible** to create an engaged workforce using the Traditional Management Model
 - B. If a company insists on using the Management by the Numbers, the best it can hope for is a workforce filled with passive, unhappy, resentful or rebellious employees

The Solution to the Employee Engagement Problem: Businesses Need to Switch to a New Management Model that *Causes* Employees to Become Engaged with Their Work

- I. Creating a new Management Model that Causes Employees to Become Engaged with Their Work.
 - A. We already know that employee engagement and self-actualization are the same thing
 - B. This means that employee engagement occurs when employees experience the satisfaction of all five levels of the Maslow need hierarchy
 - C. Southwest Airlines Example:
 1. Southwest takes excellent care of its employees

2. At Southwest, all employees are treated as “family members”
3. At Southwest employees are encouraged to be themselves and have fun
4. Southwest employees are proud of their company and strongly believe in what it stands for

D. Conclusion: The management practices at Southwest Airlines provide opportunities for employees to experience the satisfaction of all five levels of the Maslow need hierarchy

II. **The Engagement Formula**

Step One: Create a Full-Engagement Culture that Defines the Organization and Drives Performance

A full-engagement culture has four basic elements:

- A. Minimal distractions—so employees can focus on performing their jobs
- B. Single status—everyone is treated as an equal
- C. Mission—this is what we do
- D. Core values—this is how we do it

Step Two: Hire only Qualified People who mesh with the Culture

- A. The hiring process must be supported with a relevant training and/or sponsorship program that teaches and reinforces the culture

Step Three: Leaders Must Lead, Not Give Orders

- A. Leaders set the example
- B. Leaders provide support
- C. Leaders make sure the culture stays healthy

III. **The Payoff for Implementing *The Engagement Formula***

- A. Incredible levels of profitability, productivity, customer loyalty and employee loyalty
- B. Success at delivering “WOW” customer service
- C. Extraordinary levels of innovation and creativity
- D. Your business becomes a magnet for attracting the best talent

- IV. Successful Companies Whose Leadership Practices Embrace the Engagement Formula
 - A. Google
 - B. W. L. Gore & Associates
 - C. SAS
 - D. Southwest Airlines
 - E. Quicken Loans
 - F. USAA

Implementation: Developing a Plan to Create a *Fully Engaged* Workforce

In this final section of the program, participants will utilize the *Implementation Planning Guide* to develop a plan for implementing ***The Engagement Formula*** at their organization. Some participants will be selected to present their plans to the rest of the class.

Wrap-up: Creating an Engaged Workforce is the Best Bargain on the Planet

- A. It costs nothing
- B. It takes organizational performance to incredible levels
- C. The impact is immediate
- D. Everybody wins
- E. Your business becomes the one that leaves your competitors in the dust