

100% EMPLOYEE ENGAGEMENT— GUARANTEED!

Introducing a New Management Model

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Program Summary

Overview

Employee engagement has proven to be an elusive concept. No one really seems to know what it is or how to make it happen, yet nearly everyone agrees that it's extremely important to the success of a business. For this reason, the first order of business is to provide you with an example of what employee engagement looks and feels like. This way you'll have an accurate mental image of employee engagement as you review this material. The example involves Xerox Corporation and I found it in a book titled *Business Adventures* by John Brooks which was originally published in 1969 and reprinted in 2014.

On September 16, 1959, Xerox (then called Haloid Xerox) revolutionized the copying industry by introducing the Xerox 914 copier. It was the first commercially successful plain paper copier and it went on to become the top-selling industrial product of all time. There was so much interest in this product that its first public demonstration was shown on live television in New York.

By early 1960, the time had come to mass produce the 914. The production facility was an old loft building located on Orchard Street in Rochester, New York. Horace W. Becker was the Xerox engineer who was primarily responsible for bringing the 914 from the working-model stage to the production line. Mr. Becker describes the scene when the employees on this project became engaged with their work: "It was at Orchard Street that we finally caught fire. Don't ask me how it happened. We decided it was time to set up an assembly line, and we did. Everybody was keyed up. The union people temporarily forgot their grievances, and the bosses forgot their performance ratings. You couldn't tell an engineer from an assembler in that place. No one could stay away—you'd sneak in on a Sunday, when the assembly line was shut down, and there would be somebody adjusting something or just puttering around and admiring our work." As this example illustrates, there's a certain magic that occurs when employees become engaged with their work—they're excited, willing to cooperate and work hard, and everyone is emotionally connected to each other and to their work.

The purpose of this program is to show participants how to create this same exciting magic in their organization. It presents a *new* management model that *guarantees* full employee engagement. This new model is called the Engagement Formula. If you implement this model in your organization, 100 percent of your employees will become engaged with their work—all working at their full potential just as they did in the Xerox example.

Objectives

Upon completion of this program, participants will know how to create a fully engaged workforce where every employee is working at their full potential. This means their company will be able to:

- Achieve the incredible levels of profitability, productivity, customer loyalty and employee loyalty that are enjoyed by companies like Southwest Airlines, W. L. Gore & Associates, Marriott Hotels and Costco.
- Succeed at delivering “Wow” customer service the way leading companies like Amazon.com, USAA, Marriott Hotels, Nordstrom, Zappos and Publix Super Markets do.
- Realize the extraordinary level of innovation found in companies like Google, 3M, Apple, Intel, FedEx and Proctor & Gamble and Johnson & Johnson.
- Become a magnet for attracting the best talent like Google, SAS and Southwest Airlines.

Delivery Method for the Program

Presentation of Core Material: The delivery method used to present this material will be a combination of small group discussion, group exercises, case study, and very lively lecture/discussion. Numerous anecdotes from Ross Reck’s thirty years of consulting experience will be used to drive home key points.

Implementation Planning Exercise: During the 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. The rest of the participants will add their input and the instructor will do so as well.