100% EMPLOYEE ENGAGEMENT— <u>GUARANTEED!</u>

Introducing a New Management Model

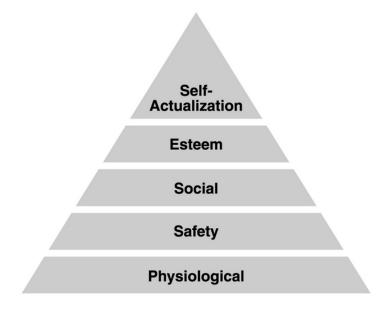
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Program Outline

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 emploee:
 - o Turnover
 - o Absenteeism
 - o Accidents
 - o 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 <u>Cause</u> 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 <u>Solution</u> 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 <u>Defines</u> the Organization and <u>Drives</u> 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