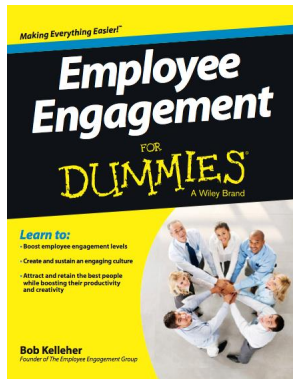


An Engagement Overview



SilkRoad



Introduction

 @BobKelleher



...have spent the better part of the past 29 years designing and facilitating engagement and workforce initiatives

from potential to performance 



Keynotes

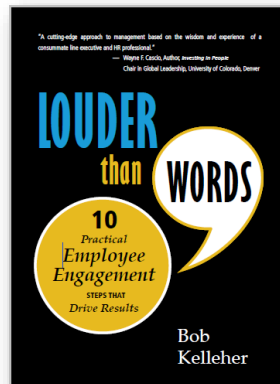
Workshops

Engagement
Surveys

Engagement Library

www.EmployeeEngagement.com

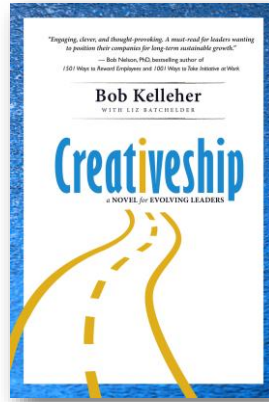
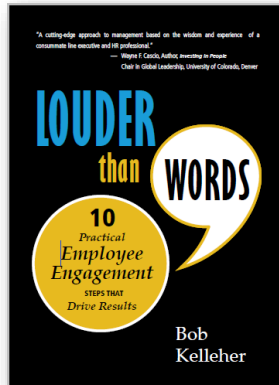
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Louder Than Words – Best seller

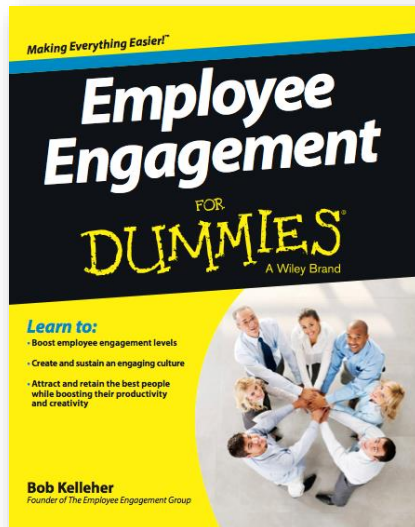
Employee Engagement book during 2011* AMAZON Sales

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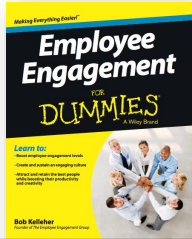


Louder Than Words – Best seller
Employee Engagement book during 2011* AMAZON Sales

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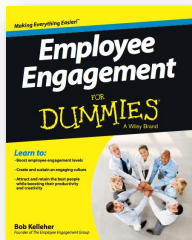
Should I or shouldn't I



from potential to performance

Should I or shouldn't I

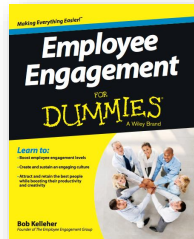
– More than 250 million books sold



from potential to performance

Should I or shouldn't I

- More than 250 million books sold
- Most recognized series in the world

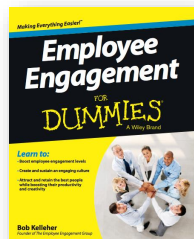


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Should I or shouldn't I

- More than 250 million books sold
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- Translated in over 30 languages



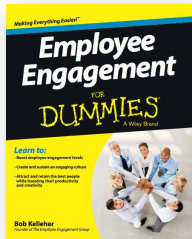
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Should I or shouldn't I

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Quiz time:



from potential to performance

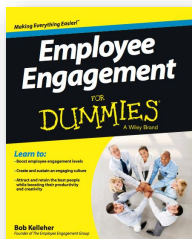


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Quiz time:

- First Dummies Book? Year?



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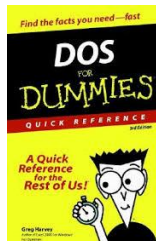
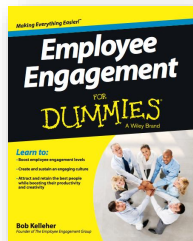


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from potential to performance

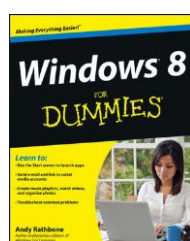
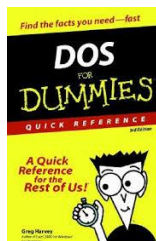
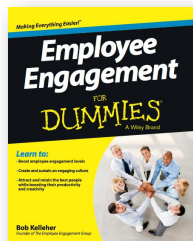


Should I or shouldn't I

- More than 250 million books sold
- Most recognized series in the world
- Translated in over 30 languages

Quiz time:

- First Dummies Book? Year?
- Best selling Dummies book today?



from potential to performance



As a Special Thank You to YOU

My Thank You

3 Free Tools:



www.EmployeeEngagement.com

Agenda – *An Engagement Overview*

- I. **Part One –**
 - *The State of the Workforce*

Agenda – An Engagement Overview

I. Part One –

- *The State of the Workforce*

II. Part Two - Employee Engagement for Dummies -

- *Chapter 1 - Basic Training - Definition of Engagement*
- *Chapter 2 - The Hard Sell - Making The Business Case*
- *Chapter 4 - Motivation Nation*
- *Chapter 5 - Talk to me – Importance of Communication*
- *Chapter 6 - Winning your Employees' Hearts and Minds*
- *Chapter 10 - Brandy, You're a Fine Girl – Leveraging Brand*
- *Chapter 15 – Measure Up – Measuring Engagement*
- *Chapter 17 - You Win! Rewards and Recognition*

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Agenda – An Engagement Overview

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- *Chapter 17 - You Win! Rewards and Recognition*

III. Questions

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Part One

The State of The Workforce



We're not Happy Campers

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Imagine you're part of a crew team



from potential to performance



...and 3 of you are busting your butts



from potential to performance 

...and 5 are casually looking at the scenery



from potential to performance 

...and 2 are trying to sink the boat



from potential to performance



That is your company today
according to Gallup's
2013: State of the
American Workplace Report*



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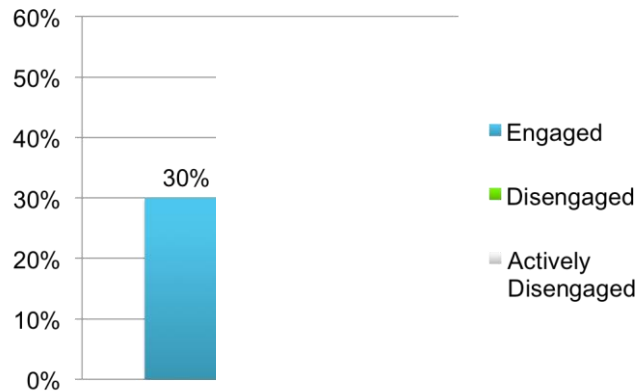


State of the Workforce Report

Gallup 2013:
State of the American Workplace Report based on interviews with 150,000 employees
from potential to performance



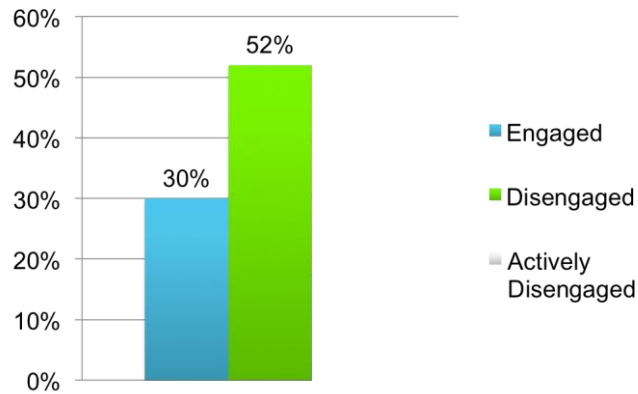
State of the Workforce Report



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State of the Workforce Report

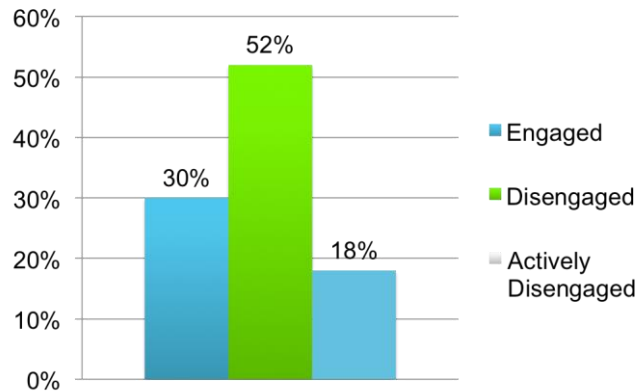


Gallup 2013:
State of the American Workplace Report based on interviews with 150,000 employees

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State of the Workforce Report



Gallup 2013:
State of the American Workplace Report based on interviews with 150,000 employees

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Poll

What % of your employees are dis-engaged?

- A. 70% or greater
- B. 50% or greater
- C. 25% or greater
- D. I haven't got a clue



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Who's Sinking Your Boat?

Imagine if on your crew team...

and 2 were trying to sink the boat

YouTube

Employee Engagement - Who's Sinking Your Boat?

Bob Kelleher 205,430 views

Like Dislike About Share Add to

- Men Need To See This by Six Pack Shortcuts 3,945,815 views
- Will Smith - Ultimate Motivational Speeches by RussHowePTI 1,512,798 views
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- FUNNIEST Motivational VIDEO EVER! Falling off an Airplane by Sam Glenn 77,943 views
- Simon Sinek: Why Leaders Eat Last by 99U 497,706 views
- The Psychology of Self-Motivation: Scott Geller at TEDxVirginiaTech by TEDx Talks 228,304 views
- 12 Raw Foods You Should Never Eat according to the Experts by okraw

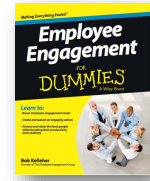
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Agenda – An Engagement Overview

I. Part One –

- *The State of the Workforce*



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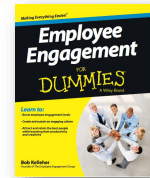
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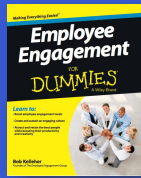


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Chapter 1

Basic Training



Getting Started with Engagement

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Definition of Employee Engagement

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Isn't Employee Engagement just about satisfying your employees?



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You can also **Buy** Employee Satisfaction

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Satisfaction vs. Engagement

Satisfaction is about:

- Things
- Having the best of every amenity
- Avoiding making tough decisions
- Pleasing all the people all the time
- Ping pong tables, free sodas, etc.

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Satisfaction vs. Engagement

Satisfaction is about:

- Things
- Having the best of every amenity
- Avoiding making tough decisions
- Pleasing all the people all the time
- Ping pong tables, free sodas, etc.

Engagement is about:

- People
- Relationships
- Alignment
- Shared responsibility for:
 - Business success
 - Work culture
- Transparent communication
- Opportunities for performers
- Staff Development

Engagement is defined as...
***“Unlocking Employee Potential
to Drive High Performance”***

from potential to performance 

Engagement is defined as...
***“Unlocking Employee Potential
to Drive High Performance”***



*We will
help you
reach your
potential*

from potential to performance 

Engagement is defined as...
***“Unlocking Employee Potential
to Drive High Performance”***



*We will
help you
reach your
potential*



*We will help
the Company
be successful*

from potential to performance

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***“Unlocking Employee Potential
to Drive High Performance”***



*We will
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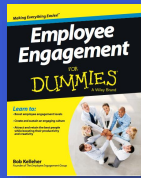


*We will help
the Company
be successful*

*We're in this
together!*

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Chapter 2



The Hard Sell Making The Business Case



Engagement Drives Results

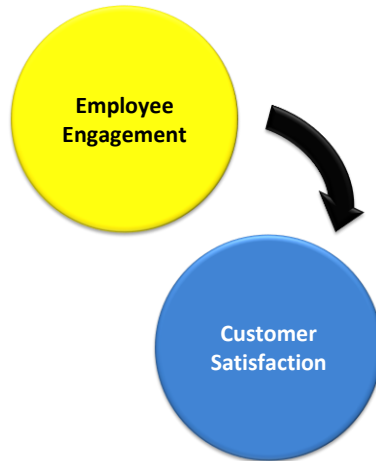
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The Engagement Cycle

Employee
Engagement

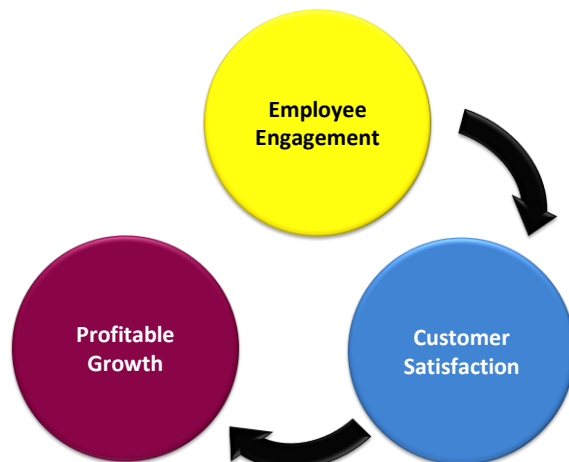
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The Engagement Cycle



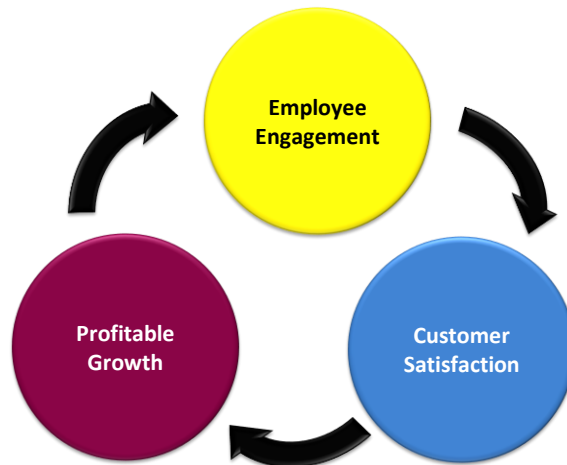
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The Engagement Cycle



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The Engagement Cycle



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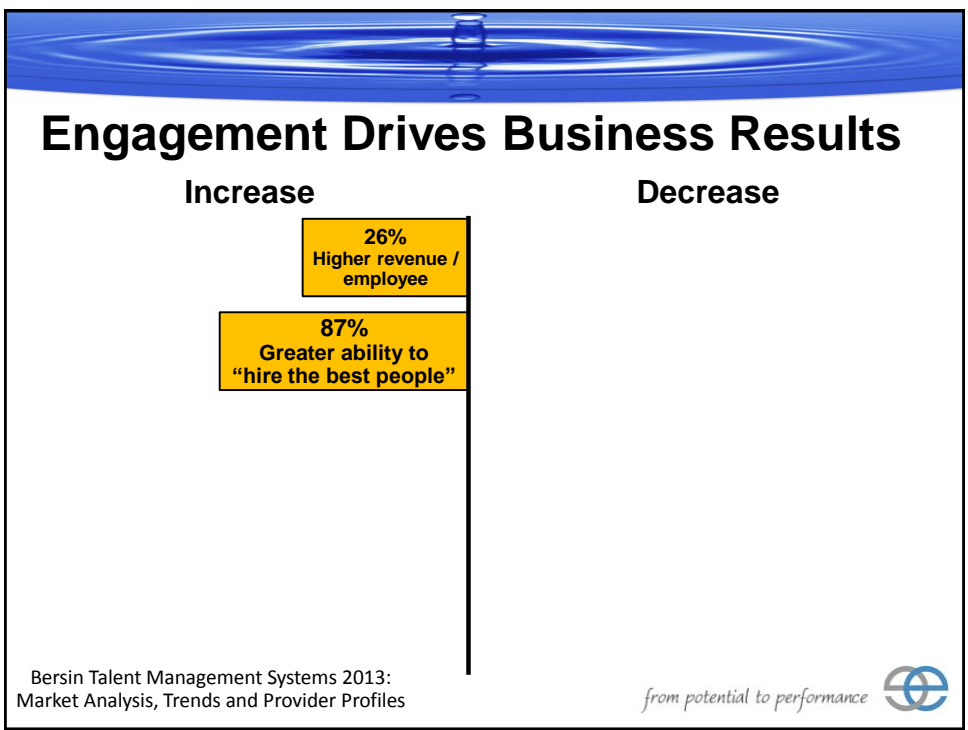
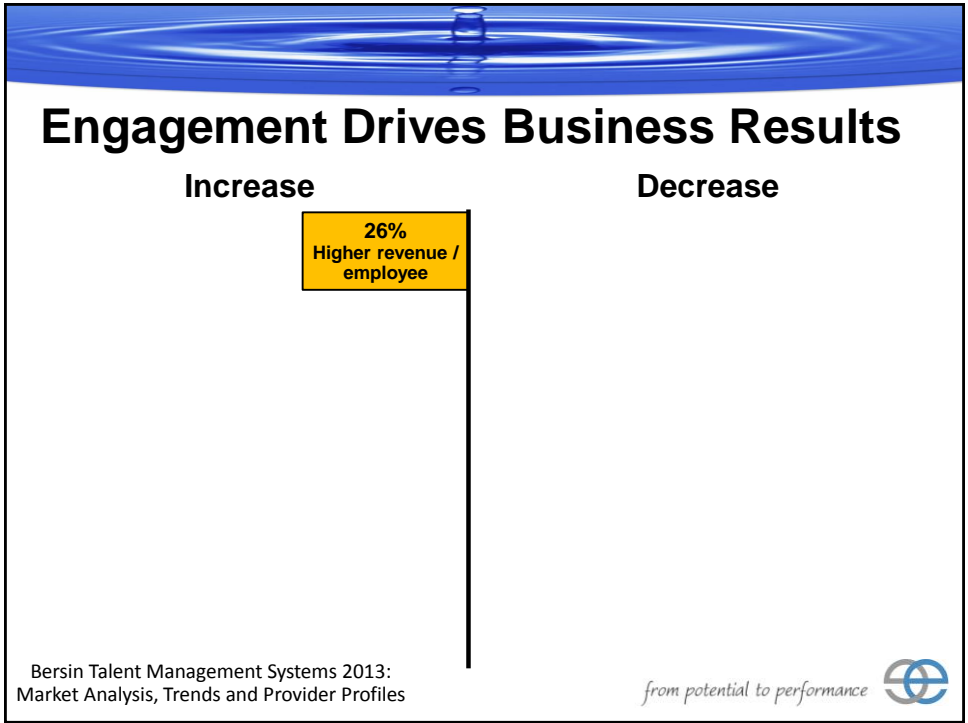
Engagement Drives Business Results

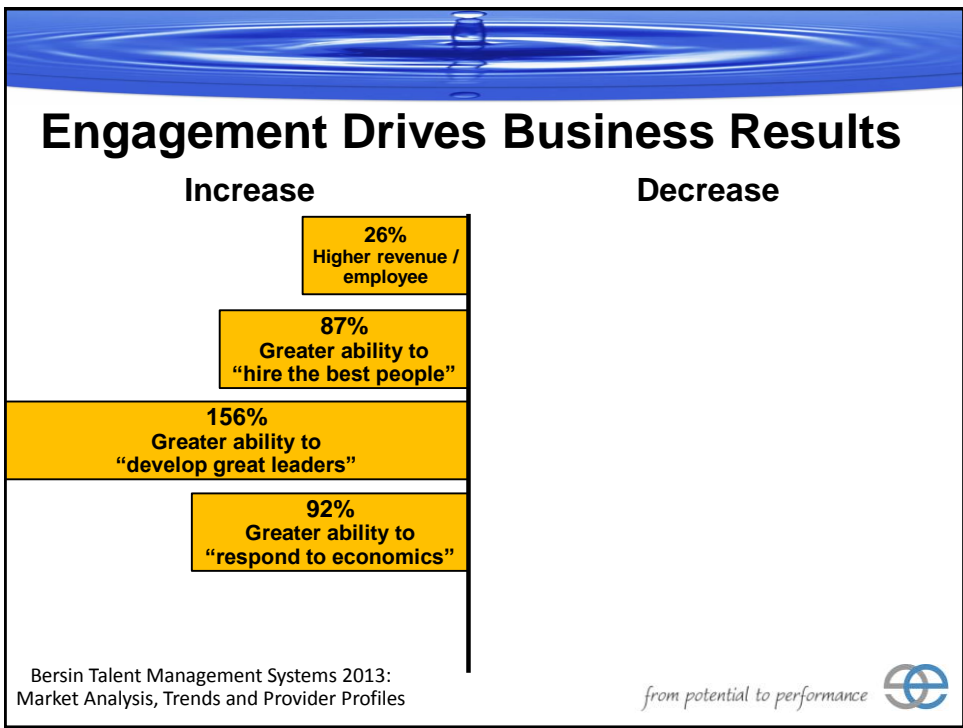
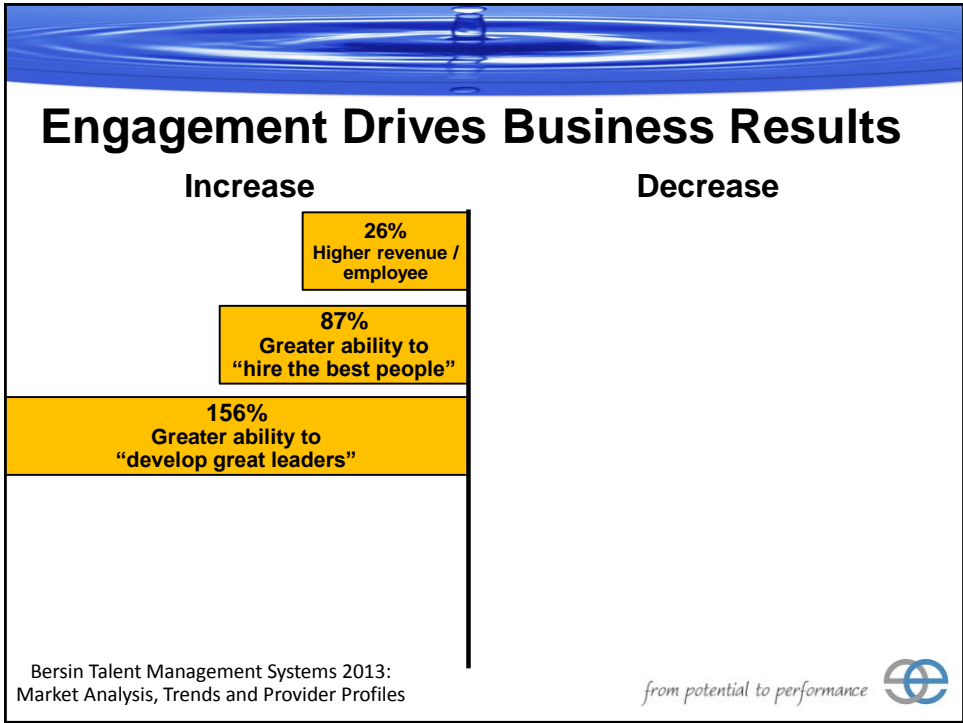
Increase

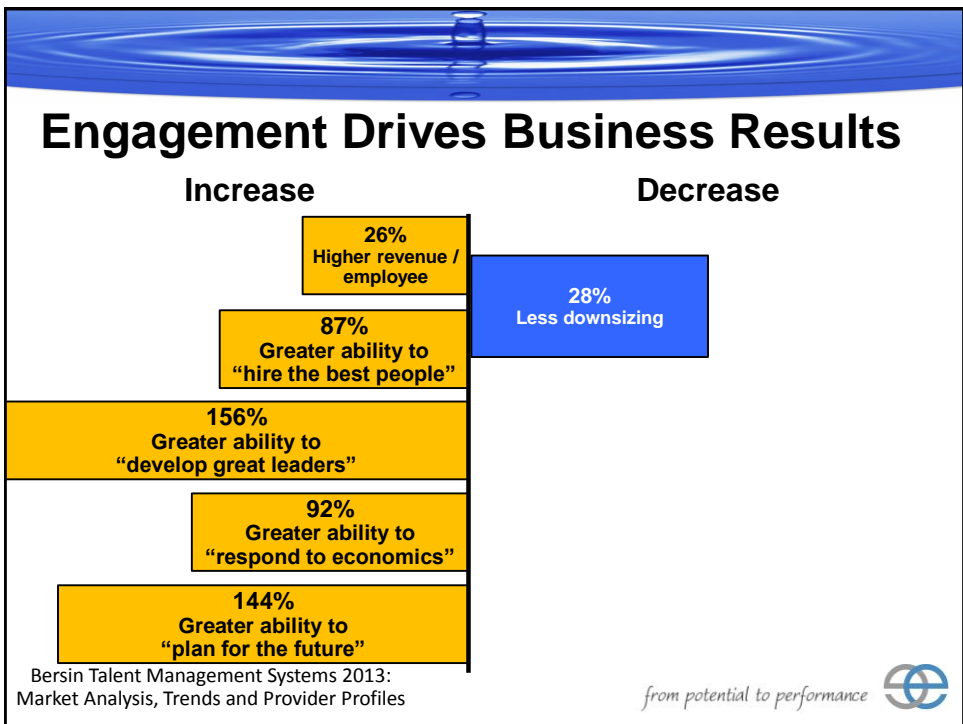
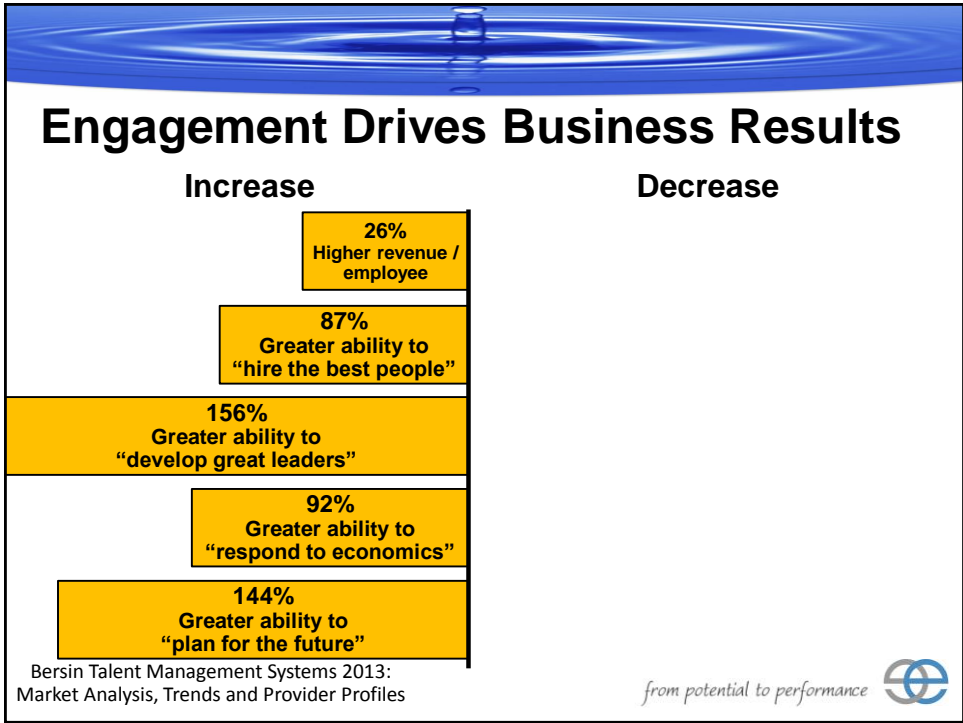
Decrease

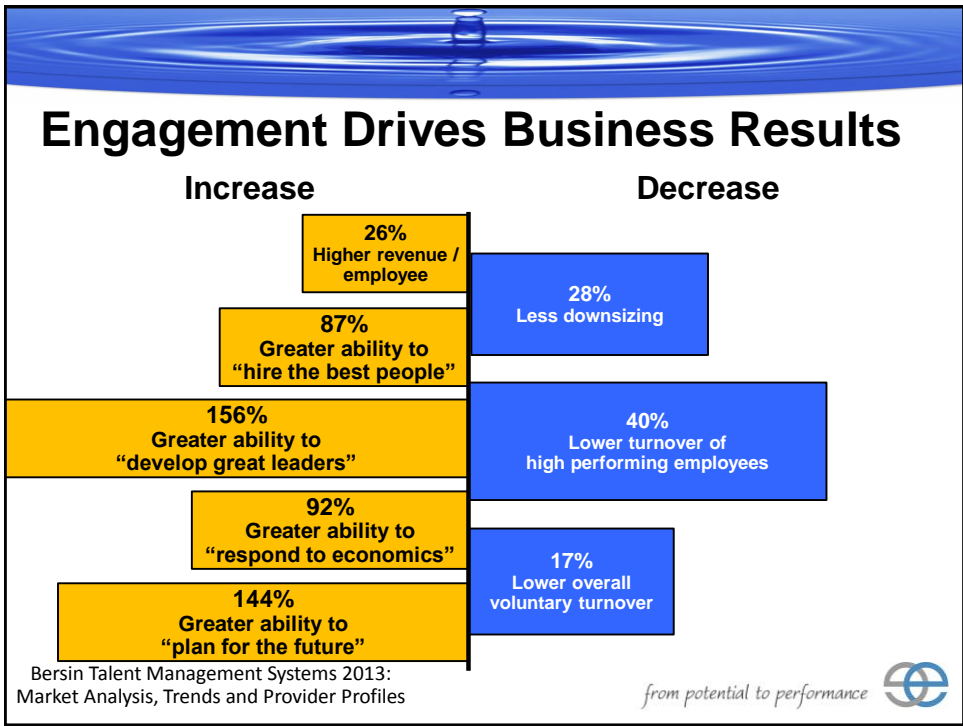
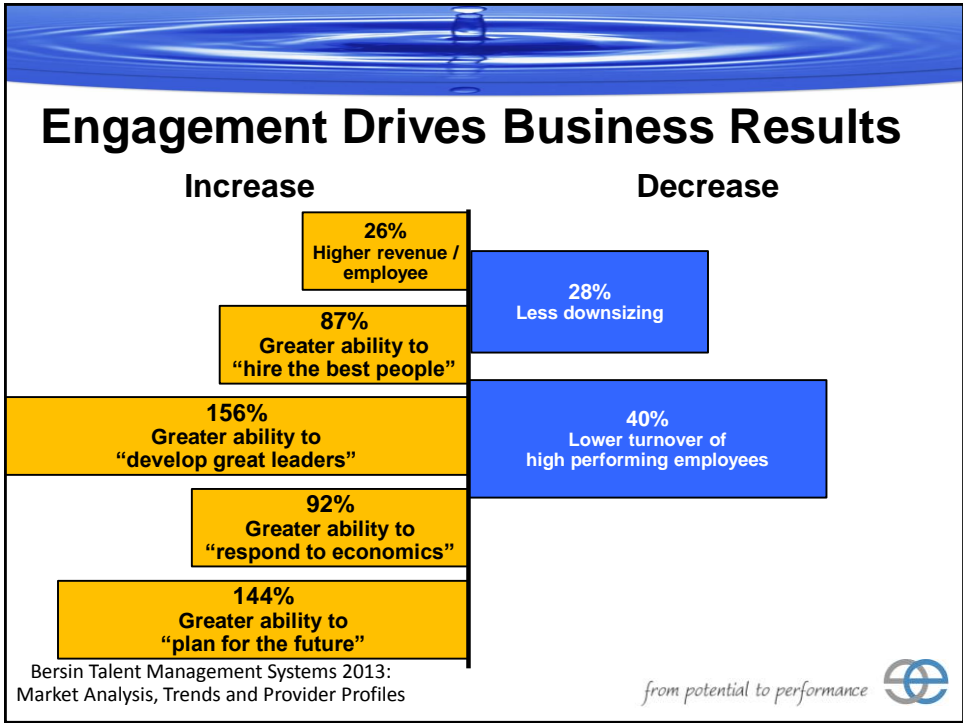
Bersin Talent Management Systems 2013:
Market Analysis, Trends and Provider Profiles

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*Disengaged employees
cost the US economy
\$370 billion annually.*

May 2013 Forbes.com Article
Employee Engagement: Every
Leader's Imperative

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*Employees with lower
engagement are **4 times**
more likely to leave their
jobs than those who are
highly engaged.*

Driving Performance And Retention Through Employee Engagement –
Corporate Leadership Council 2012

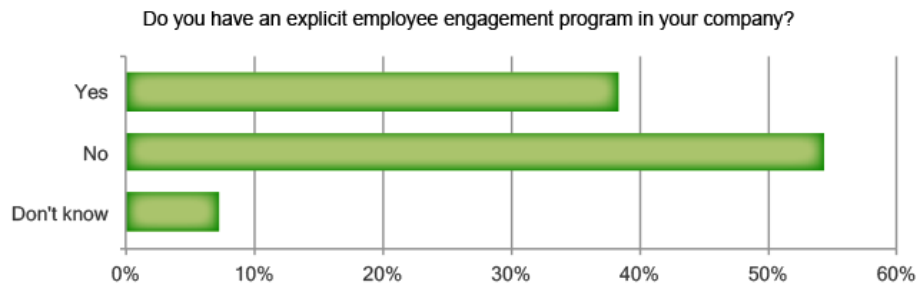
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But there is trouble in paradise



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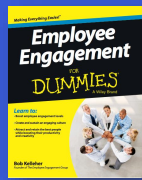
Less than 40% companies focus on Employee Engagement



SilkRoad 2013 Survey
Employee Engagement Research
Creating a High-Performance Work Environment

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Chapter 4



Motivation Nation




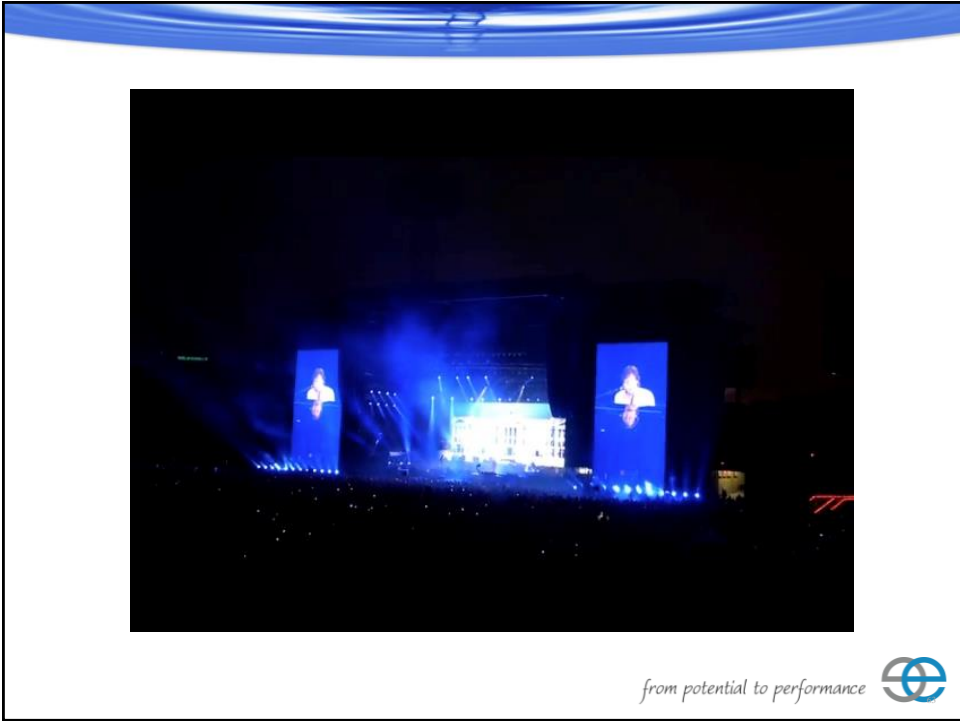
Engagement and Motivation

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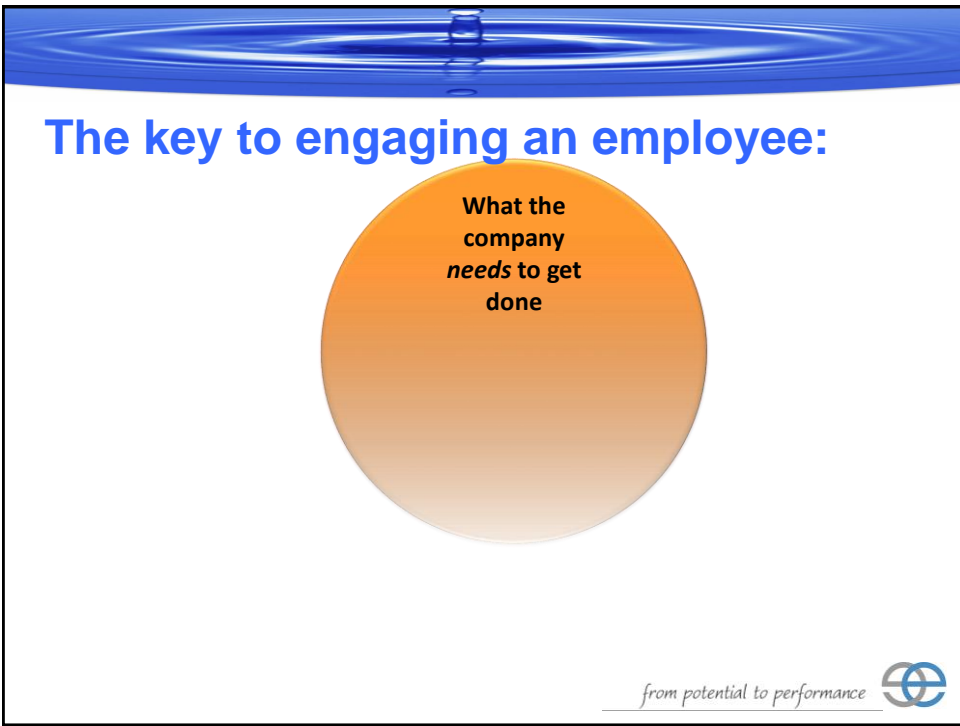
Case Study



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The key to engaging an employee:

What the
company
needs to get
done

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The key to engaging an employee:

What the company *needs* to get done

What the employee is *good* at

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The key to engaging an employee:

What the company *needs* to get done

What the employee *wants* to do

What the employee is *good* at

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The key to engaging an employee:

A Venn diagram with three overlapping circles. The top circle is orange and labeled "What the company *needs* to get done". The bottom-left circle is green and labeled "What the employee *wants* to do". The bottom-right circle is blue and labeled "What the employee is *good* at". The central intersection of all three circles is outlined with a dashed blue line and labeled "Engaged Employee".

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The key to engaging an employee:

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ENGAGEMENT LIBRARY
www.employeengagement.com

Free Tool:
The 3 Circles

What the company needs
What the employee wants to do
What the employee is good at
An Engaged Employee

Engaged employees sincerely like the job they are doing. They want to do a good job and grow with the position they have.

The company employs people to complete specific job functions and deliver. Setting clear expectations is key to an engaged employee.

Beyond the usual for and above to do a particular job, an engaged employee has an attitude, then continuously improves the necessary skills.

For more information about this and other tools available:
info@employeengagement.com
781-239-8713

Employee Engagement
from potential to performance

Engagement and Emotions

from potential to performance

Positive Emotions that drive Engagement

Emotional Drivers of Employee Engagement – Dale Carnegie
and MSW Research groundbreaking study of 1,500 employees

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Positive Emotions that drive Engagement

- Valued
- Confident
- Inspired
- Enthusiastic
- Empowered

Emotional Drivers of Employee Engagement – Dale Carnegie
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Emotional Drivers of Employee Engagement – Dale Carnegie
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Negative Emotions that drive Dis-engagement

Emotional Drivers of Employee Engagement – Dale Carnegie
and MSW Research groundbreaking study of 1,500 employees

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Negative Emotions that drive Dis-engagement

- **Disinterested**

- Bored
- Lethargic

Emotional Drivers of Employee Engagement – Dale Carnegie
and MSW Research groundbreaking study of 1,500 employees

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Negative Emotions that drive Dis-engagement

- **Disinterested**

- Bored
- Lethargic

- **Irritated**

- Insulted
- Manipulated

Emotional Drivers of Employee Engagement – Dale Carnegie
and MSW Research groundbreaking study of 1,500 employees

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Negative Emotions that drive Dis-engagement

- **Disinterested**
 - Bored
 - Lethargic
- **Irritated**
 - Insulted
 - Manipulated
- **Uncomfortable**
 - Anxious
 - Vulnerable
 - Intimidated
 - Fearful

Emotional Drivers of Employee Engagement – Dale Carnegie
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Emotional Drivers of Employee Engagement – Dale Carnegie
and MSW Research groundbreaking study of 1,500 employees

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Why Care?

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Why Care?

Employees who feel **negative emotions
are 10 time more disengaged than
employees who feel **positive** emotions.**

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Why Care?

Employees who feel **negative** emotions are 10 times more disengaged than employees who feel **positive** emotions.

Negative emotions are more contagious than **positive** emotions and spread to other co-workers, customers, and future hires

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Poll

What is the # 1 influencer of emotions?

- A. Money
- B. Training and Development
- C. Leadership
- D. My Boss



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...and the number 1 # driver of
positive and negative emotions at work?

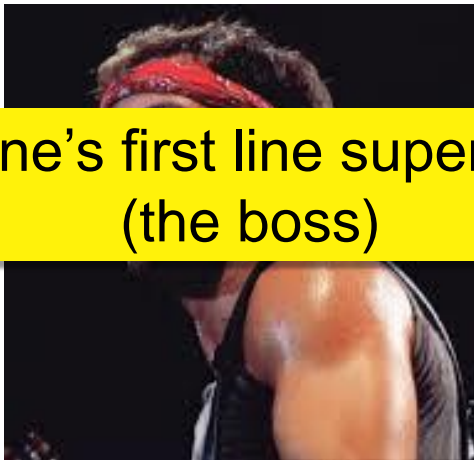


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...and the number 1 # driver of
positive and negative emotions at work?

.... one's first line supervisor
(the boss)

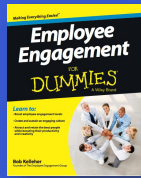


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Chapter 5

Talk To Me



The Importance of Communication

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Mission.

Vision.

Values.



from potential to performance
from potential to performance 

Mission. Vision. Values.



Line Of Sight


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Communication and Line of Sight


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Communication and Line of Sight


Between "My Job" and "Where is the Company Going?"



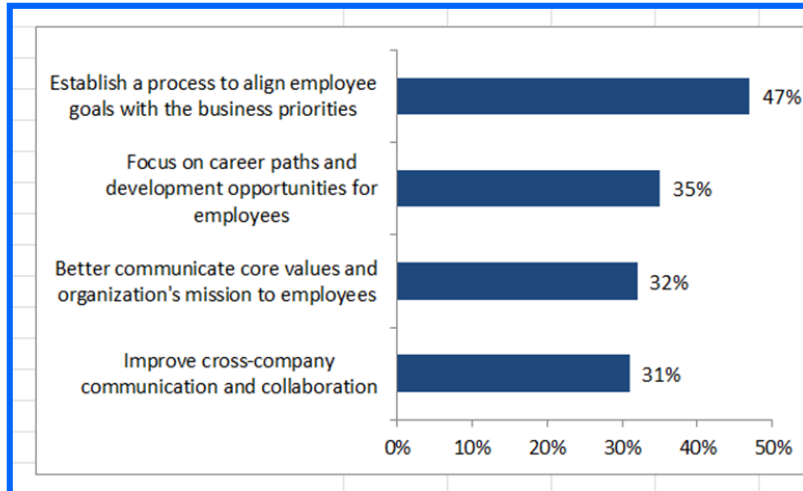
Vision
Mission
& Values

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Communication and Line of Sight

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Communication and Line of Sight

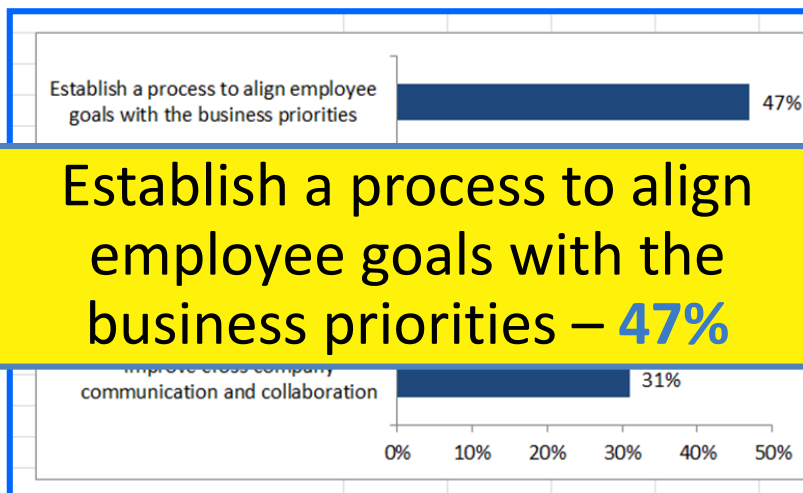


Aberdeen Group 2012

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Communication and Line of Sight




Aberdeen Group 2012

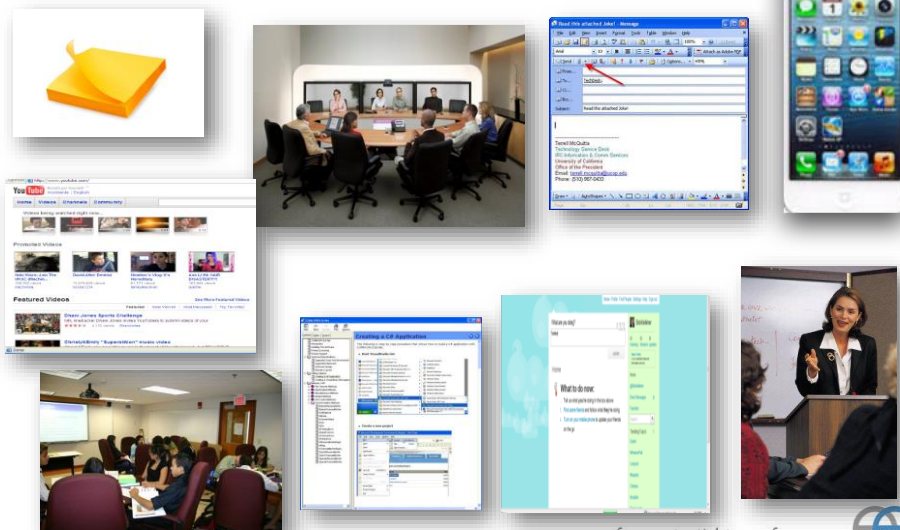
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Communicate 13X

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Build redundancy via diversity of venues



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Establish A Communication Protocol

Message	Who Delivers	Venue	Audience	Frequency
Company Update	CEO	Email and Town Hall	All Employees	Monthly
Business Line Update	Business Line Leaders	Blogs, Tweets	Matrix Employees	Bi-Monthly
Sales, HR, Finance, etc.	Function Head	Email / Meetings	All employees	Monthly
Department Update	Line Managers	One on one meetings	Direct Reports	Weekly
Innovation Update	All Employees	Email /text Dept. meetings	Managers and above	Always

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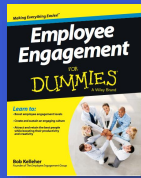


Tool:
*The
Communication
Protocol*

Message	Who Delivers	Venue	Audience	Frequency
Company Update	CEO	Email and Town Hall	All Employees	Monthly
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Department Update	Line Managers	One on one meetings	Direct Reports	Monthly
Innovation Update	All Employees	Email /text Dept. meetings	Managers and above	Always

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Chapter 6





Winning Your Employees' Hearts and Minds

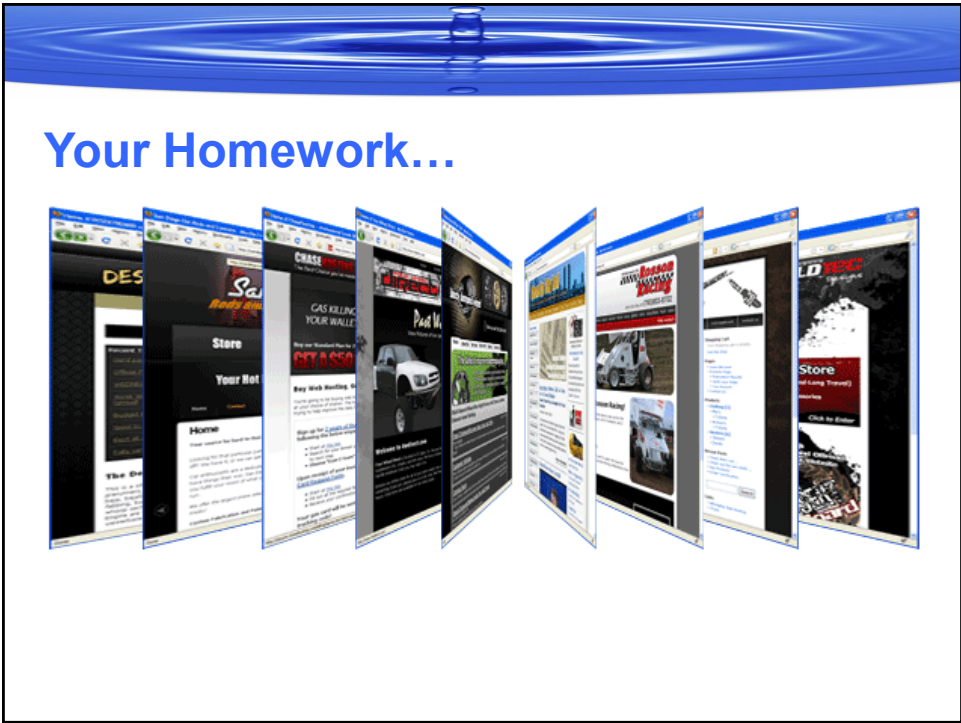


The Importance of Purpose

from potential to performance

To capture both the 
and  of your
employees, you need
to brand your
What and also your
Why and **Who**

from potential to performance



Case Study A: *Why we do it*

“Provide choices for nurturing the body, the community, and the planet”

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Case Study B - Who we are

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ESTIMOTE WORK FOR 2012

CONSULTING

You can't choose a better place to work

But don't just take our word for it. Bain has been Consulting magazine's "best firm to work for" for ten straight years. See our workplace awards.

#1 BEST TO WORK FOR VAULT RANKING

WORKING MOTHER

EMPLOYEES' CHOICE

2012

2011

TO WORK

PRIVATE EQUITY

NOW AVAILABLE

MERGERS & ACQUISITIONS

Shared Ambition, True Results.

Bain & Company is the consulting firm the world's business leaders come to when they want enduring results, and a partner who cares as much as they do about making them. That's what we first called.

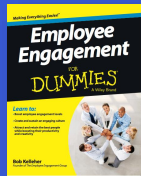
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*Organizations driven by purpose and values outperformed comparison companies **6X***

Research by Jim Collins and Jerry Porras

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Chapter 10



Brandy, You're A Fine Girl



Driving Engagement through Branding

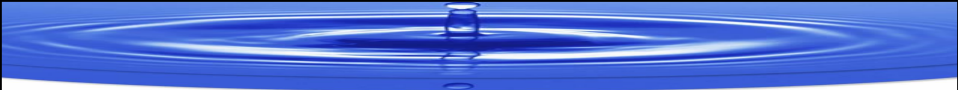
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Engagement and Branding

59% of employees do not know what their company stands for and what makes its brand different from its competitors' brands.

Gallup's 2013 STATE OF THE AMERICAN WORKPLACE
EMPLOYEE ENGAGEMENT INSIGHTS FOR U.S. BUSINESS LEADERS
Based on survey of 25 million survey respondents

from potential to performance 



*“You don’ t have an
Engagement problem, you
have a **Selection** problem.”*

from potential to performance 



Create a Employer Value Proposition (EVP)

from potential to performance 



Create a Employer Value Proposition (EVP)

A clear and
Compelling Story...
***“Why do people
work here”***

from potential to performance

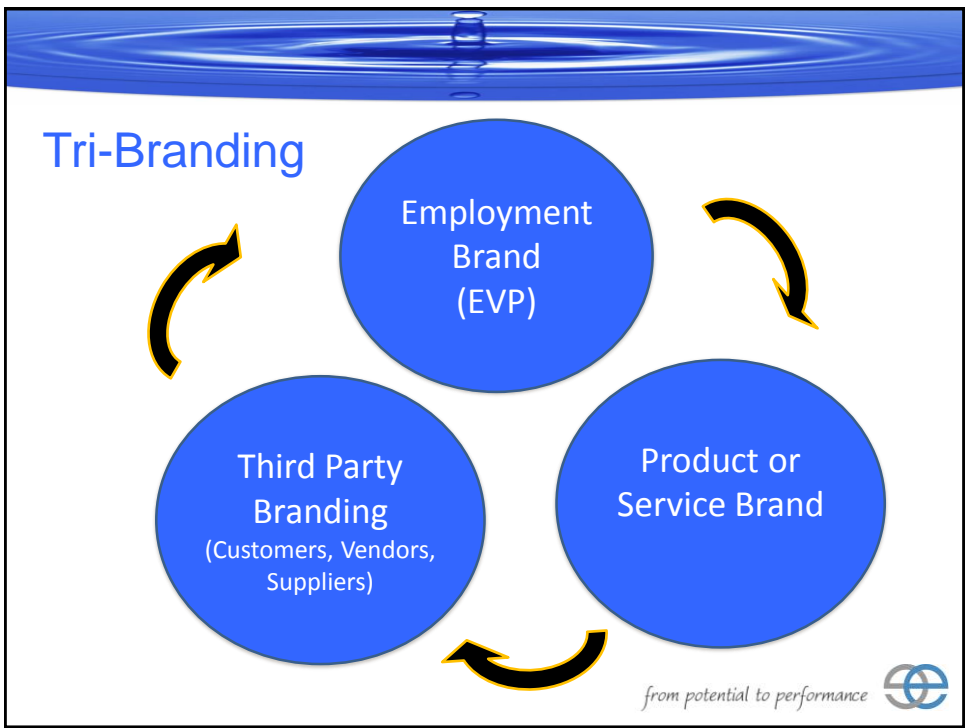
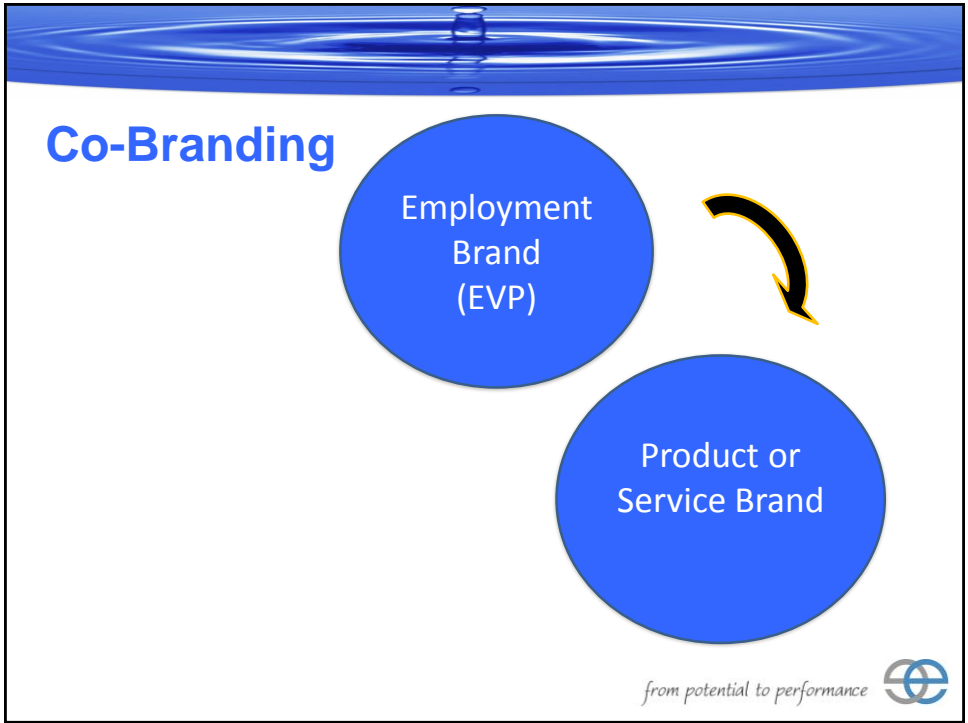


Co-Branding

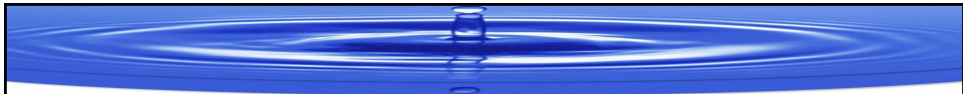
Employment
Brand
(EVP)

from potential to performance











**Tool:
Build Your
EVP**

from potential to performance 

Chapter 15

Measure Up

Measuring Engagement

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Poll

What is your top metric to measure engagement?

- A. Engagement surveys
- B. Voluntary turnover
- C. Employee Referral %'s
- D. We don't measure engagement
- E. Other



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Key Employee Engagement Metrics

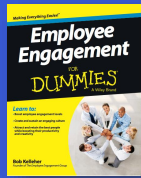
- Voluntary Turnover of Key Staff
- Employee Engagement Survey Results
- Recognition Usage
- Employee Referral %
- Recognition Budget Usage
- Training and development investment
- Performance



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Chapter 17



You Win!

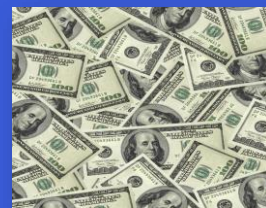


Rewards and Engagement

from potential to performance 

The Role of Money

**Money Matters
(Sort of)**



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The Face of
Disengagement

ally

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Money Matters (sort of)

- Fairness rules (it's about fair pay, not high pay)



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Money Matters (sort of)

- Fairness rules (it's about fair pay, not high pay)



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Money Matters (sort of)

- Fairness rules (it's about fair pay, not high pay)
- Rewards do not drive employee engagement
- They reinforce achievement, which does drive engagement



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In closing...

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But You Promised...

3 Free Tools:

www.EmployeeEngagement.com

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What's New

Welcome Kelly! Meet our newest team member, Kelly Botton!

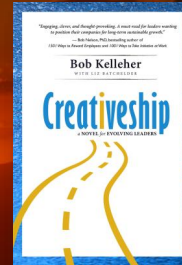
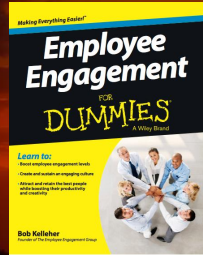
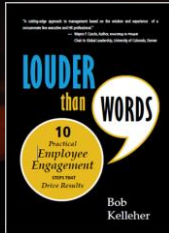
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