Building a Magnetic Culture®

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Agenda:

• What is a Magnetic Culture and Why is it Important?

• Employee Engagement and its Dividends. The need for a formal field.

• Proper Selection: The Right Hire
Agenda:

- The Key Engagement Drivers
- Engagement Best Practices on the Most Impactful Drivers
- The Importance of “Re-casting”
- Re-Balancing your Approach to Employee Engagement
Rock Star Millennial Marketer
What is a Magnetic Culture?

A Magnetic Culture is one that draws talented employees to the workplace, empowers them, and sustains an environment in which they are less likely to leave.

- **Engaged employees** share a strong desire to be part of the value the organization creates.
- These are the employees who choose to exert discretionary effort to provide better outcomes for customers and the organization.
- Highly engaged employees take personal ownership of their own Engagement levels.
Engaged employees are:

- Loyal
- Self-Motivated
- Committed to Quality
- Driven by their job content
- Optimistic
- Supportive of coworkers
- An inspiration to others; positive people
- Oriented to providing good customer service
- Work Ethic is in their DNA – The Default Response
Work Ethic – The Default Response

MAX
Levels of Engagement

Three Types of Employees:

1. **ENGAGED**
   - Highly engaged and committed to the mission, vision, and values of the organization.

2. **Ambivalent**
   - Not apt to “go the extra mile” or have strong enthusiasm. Not likely to quickly volunteer for extra assignments or lead roles.

3. **Disengaged**
   - Negative energy. Toxic behaviors. Gossip Mongers.

Source: HR Solutions, Inc.
Employee Engagement

Disengaged is...
Why is Engagement Important?

- 300% More Innovation (HBR)
- 44% Higher Retention (Gallup)
- 37% Higher Sales (Shawn Achor)
- 125% Less Burnout (HBR)
- 66% Lower Absenteeism (Forbes)
- 51% Less Turnover (Gallup)
- Much improved Communication
Why is Engagement Important?

- Engaged employees volunteer - 31% Higher Productivity (Shawn Achor)

- Much better Safety Compliance and thus, fewer workplace accidents. In the healthcare industry, Employee Engagement actually saves lives!

- Best-in-Class Engaged organizations are 3.5 times more profitable than organizations with average Engagement levels (The Wharton School of Business)

- Engaged Employees are linked to Engaged customers at a correlation coefficient of .85 (HBR)
Research by HR Solutions found that 28 percent of employees responded Strongly Agree or Agree when asked the following question:

“I thought of resigning in the last six months.”

- Pay: 23%
- Benefits: 4%
- Career Advancement: 16%
- Supervisor or Manager: 17%
- Other: 40%
Customer Satisfaction and The Cost of Disengagement

• A typical organization spends *five times more* to attract a new customer than to retain a repeat customer.

• **One happy customer** will tell, on average, five other people about their experience.
  – Thus, about **5 others** learn of the compliment.

• On average, **one unhappy customer** will voice their dissatisfaction to **10** potential customers who, in turn, tell at least **five** other people.
  – Thus, about **60 others** eventually learn of the complaint.
Onboarding Report Card

• Only 44% of employees believe their employer does a good job bringing new employees into the organization.*

*Source: Modern Survey
The Recruiter/Interviewer’s Critical Role

- Hire right – Apply great scrutiny.

- Look for emotional maturity.

- “Harvest time!”

- Use the knowledge that 43% of New Hires do not work out for one simple reason: they cannot take feedback. Carefully vet candidates to avoid this common mistake.

- The story of “Coffee Cup Dave” and his replacement, Meredith.

- Utilize a “Non-negotiable List.”
Key Drivers of Employee Engagement

1. Recognition
2. Career Development
3. Direct Supervisor/Manager Leadership Abilities
4. Strategy and Mission – Especially the Freedom and Autonomy to Succeed and Contribute to the Organization’s Success
5. Job Content – The Ability to do what I do Best
6. Senior Management’s Relationship with Employees
7. Open and Effective Communication
8. Co-worker Satisfaction/Cooperation – The Unsung Hero of Retention
9. Availability of Resources to Perform the Job Effectively
10. Organizational Culture – Diversity Awareness and Inclusion, Corporate Social Responsibility, Work/Life Balance, etc.
Engagement Driver
Recognition

- Be regular and consistent.

“People often say that motivation does not last. Well, neither does bathing – that’s why we recommend it daily.”

- Zig Ziglar

Best Practices: The “How”

- “I saw what you did.”

- “What you did is valuable to the organization because . . . “

- “Let’s celebrate what you did.”
The Power of Peer Recognition

• Titus Rocks!

www.youtube.com/watch?v=eX0ly93nqKs
“The One Thing”
Engagement Driver
Direct Supervisor/Manager Leadership Abilities

- **Lead by Example** – Be Accountable.

- The Importance of Trust & Genuinely Caring.

- Handle Conflicts with Fairness.

- Clearly communicate expectations and reduce the gap between managers and employees.

- The three most impactful workplace phrases.

**Best Practices:**

- Conduct Regular Performance Discussions as opposed to the obligatory annual performance review.

- Engage employees in a dialogue about Engagement – 95% of managers have not.

- Personalize it – Who was your best boss?
Employee Engagement Driver

Job Content/Job Fit

“Never try to teach a pig to sing. It wastes your time, and it annoys the pig.”

- GEORGE BERNARD SHAW
Job Content
Not everyday is a “Day in the Park”
“Keep Moving!”
More Advice from Gram

“Kevin, one hand washes the other.”
Engagement Driver

Organizational Culture

- Core Values, Beliefs, Mission
- Pride & Passion
- Workplace Flexibility
- Diversity & Inclusion
- Fun

Best Practices

- Hire for cultural fit. Employees who “fit” the culture will thrive and stay engaged.
- Share your organizations’ story thereby instilling pride in the organization.
- Recognize the importance of workplace flexibility of not providing it.
- The Critical Linkage between Diversity & Inclusion and Engagement
Fun = Engagement

Case Study: Radio Flyer
Amy Bastuga
VP of Human Resources
www.radioflyer.com

We follow the Little Red Rule:
Every time we touch people’s lives, they will
feel great about Radio Flyer,
because of each
team member’s commitment to:
INTEGRITY • ACCOUNTABILITY
EXCELLENCE • CAN DO ATTITUDE • SERVICE • FUN
There is a new workplace trend going on. People are actually naming the food they put in the company fridge. I just ate a Tuna Sandwich named “Kevin.”
Avoid a Lopsided Approach to Engagement

- Management: Tries to Engage Employees
- Employees: Wait to be Engaged
Taking a Balanced Approach to Engagement

Employees can take personal ownership of their Engagement by:

- Take the Confidential Engagement Self-Assessment at: www.modernsurvey.com/individual-engagement-survey
- Setting yourself up to receive Recognition and Career Planning
- Get to know your Senior Leaders
- Ask for, and act on, feedback
- Regularly “check-in” with yourself (See Reflective Statements)

My Research uncovered that only 5% of performance reviews have a dialogue regarding Engagement.
It is not about just reaching the summit...

... it is all about “The Journey” and the undying focus on Continuous Improvement.
Closing Advice from Gram