


Presented by



## Link Business Strategy, Business Results & Culture For Future Success

Presented by Isabella Zaczek

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### The Problem is **Very** Real

(Motivosity Survey of Inc. 5000 companies)

**98%** of CEO's don't pay attention to **engagement data.**



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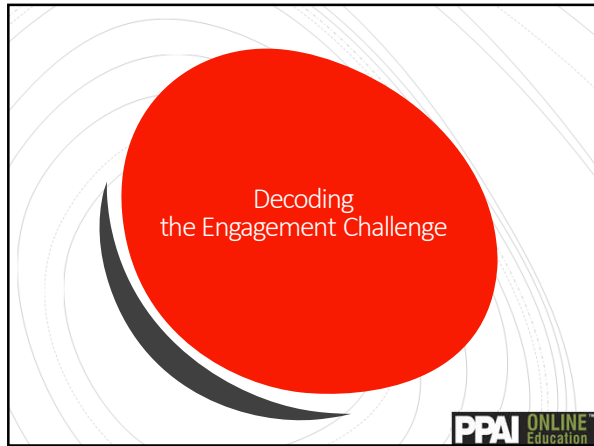
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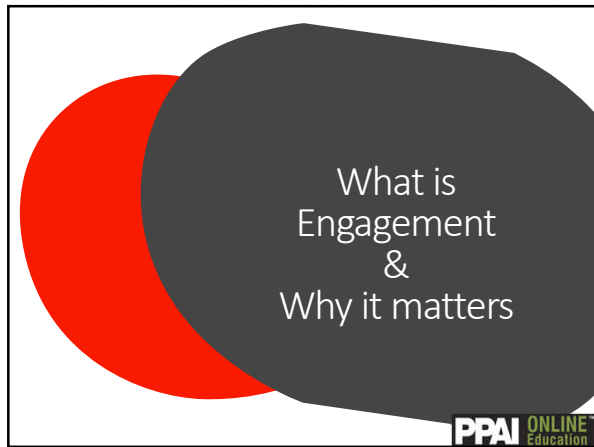
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**Definition:**

Employee engagement is the emotional commitment the employee has to the organization and its goals.

(What Is Employee Engagement, Kevin Kruse – Forbes)

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**Discretionary Effort**

- Not working for a check
- Go the extra mile
- Care what customers think
- Know that time is money
- Work more efficiently
- Put in longer hours

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8

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**Engaged companies...**

See **6% higher** net profit margins (Towers Perrin)  
Receive **5x higher** shareholder returns across five years (Kenexa)

**When people are engaged**

37% lower absenteeism	41% fewer patient safety incidents
25% lower turnover (in high-turnover organizations)	41% fewer quality incidents (defects)
65% lower turnover (in low-turnover organizations)	10% higher customer metrics
28% less shrinkage	21% higher productivity
48% fewer safety incidents	22% higher profitability

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9

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**The Problem is Real** (Motivosity survey)

ONLY **55%** of companies have a strategy to fix engagement problems.



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**Action Planning**      **Surveys**

**Most Common Strategies**

**They don't seem to be working.**

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11

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**Group versus the Individual**

**Real changes in Engagement occur at the person and group levels.**

**Measure Global – Act Local**

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12

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### Decoding Engagement

Individual + Work Environment Pressures

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13

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### Work Environment Pressures

-  Job Fit
-  Manager Impact
-  Team Dynamics
-  Culture

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14

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**JOB FIT**

Disengagement Forces

Misalignment between natural tendencies and key responsibilities of the job

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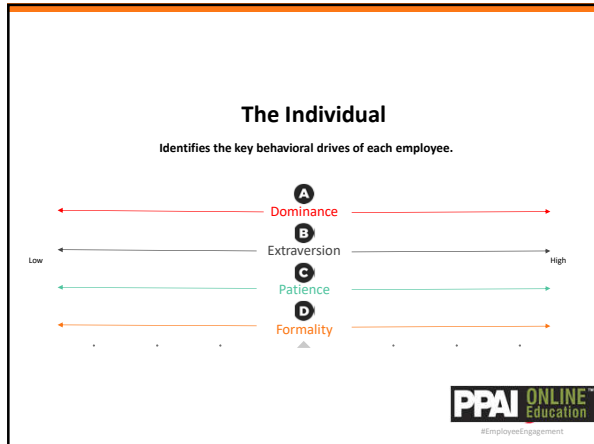
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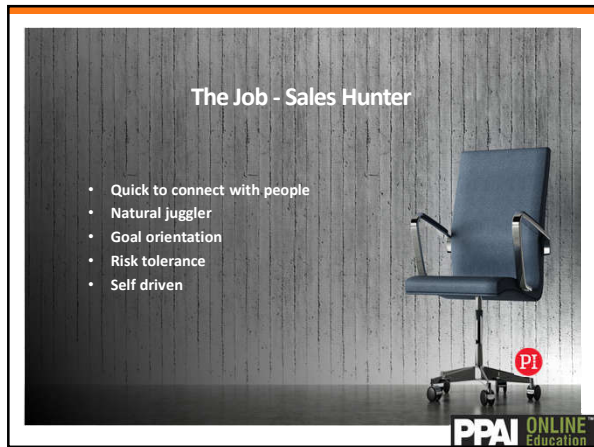
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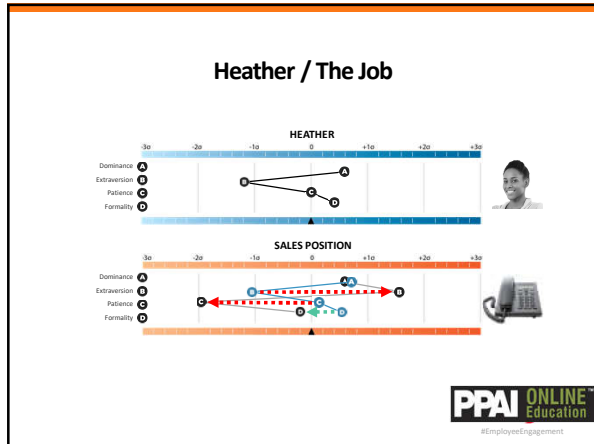
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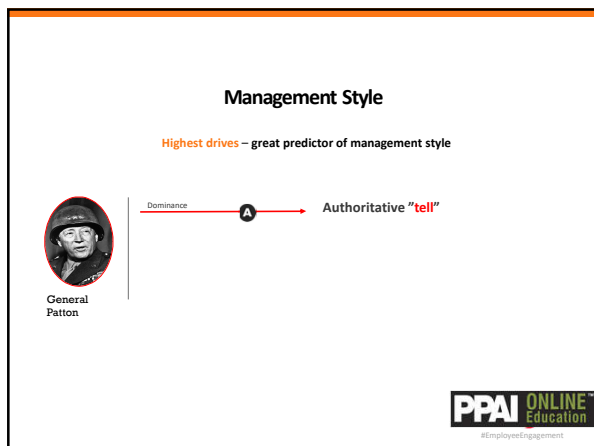
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**Management Style**

Highest drives – great predictor of management style



MLK Jr.

Extraversion → **B** → Persuasive "sell"

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22

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**Management Style**

Highest drives – great predictor of management style



Steve Jobs

Patience → **C** → Process "experience"

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23

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**Management Style**

Highest drives – great predictor of management style



Alan Mulally

Formality → **D** → Structure "rules"

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24

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~~"Do unto others as you would have them do unto you"~~

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25

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**Employees' Needs**

Highest drives – also great predictor of employee needs

Dominance	<b>A</b>	Needs <b>impact</b>
Extraversion	<b>B</b>	Wants <b>feedback</b>
Patience	<b>C</b>	Give them <b>time</b>
Formality	<b>D</b>	Explain <b>details</b>

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26

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**Employees' needs come first.**

It is important for a manager to understand the needs of their employees based on their behavioral drives.

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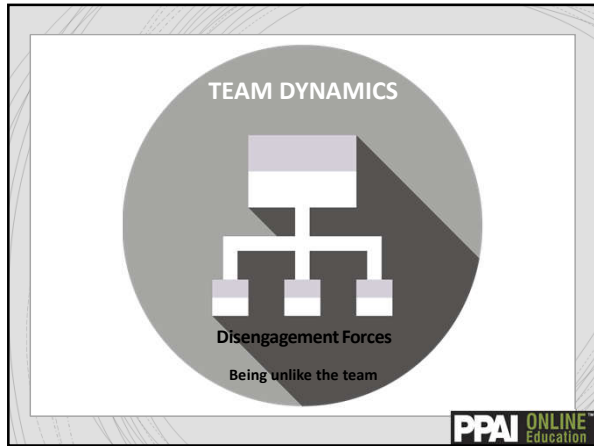
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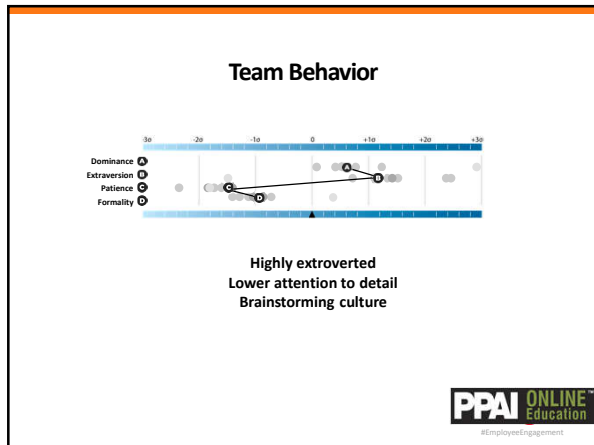
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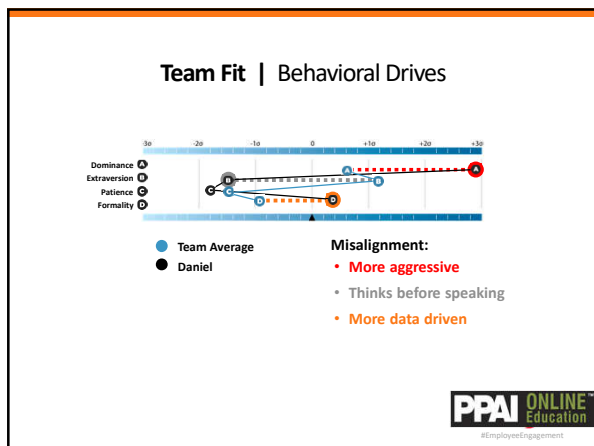
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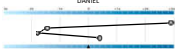
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### Black Sheep or Savior?

Team & Daniel must be aware of the differences and how they can be used to an advantage.

He is the most important member of the team  
(the **challenger**) as he pushes group to think differently.

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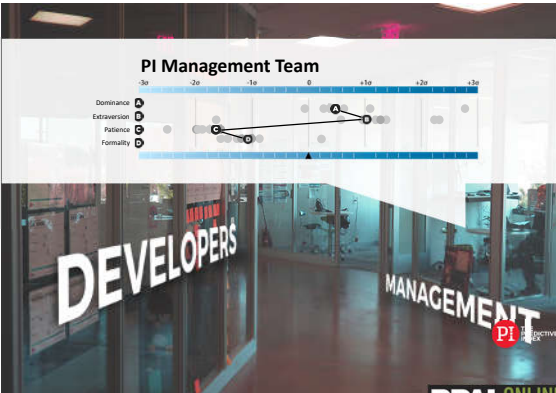
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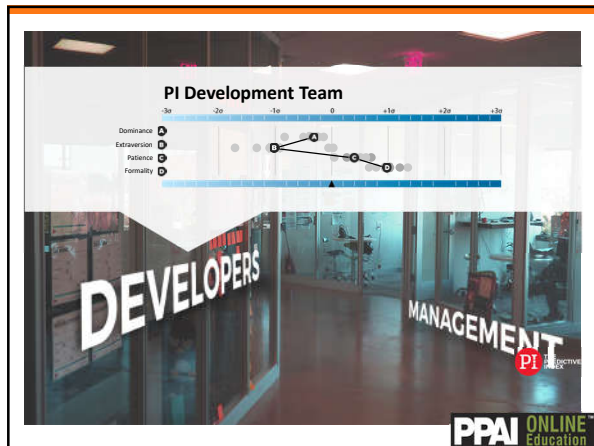
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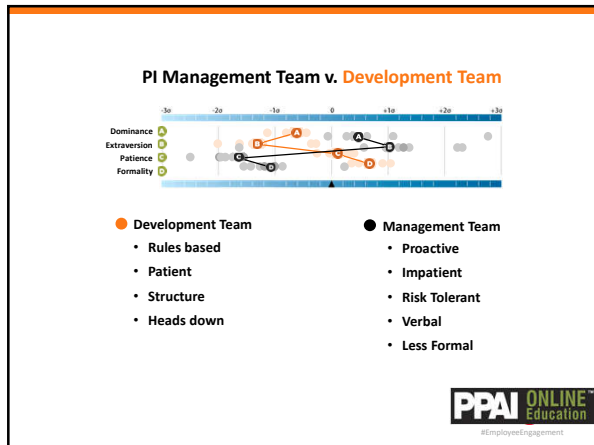
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**QUESTION FOR YOU...**

What do you think has the biggest impact on engagement?

- Job Fit
- Manager Impact
- Team Dynamics
- Culture

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Disengaged employees cost the US  
**\$90 BILLION** PER YEAR

An additional \$11 billion is lost annually  
due to **employee turnover**.

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37

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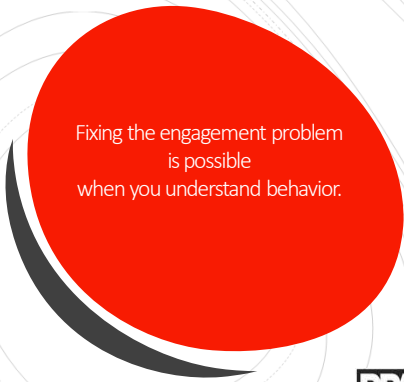
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Fixing the engagement problem  
is possible  
when you understand behavior.

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38

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39

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