Building a Magnetic Culture®

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

• Employee Engagement and its Dividends.

• Proper Selection: The Right Hire
Agenda:

- The Key Engagement Drivers and Best Practices on the Most Impactful Drivers
- The Importance of “Re-casting”
- The Missing Secret Sauce
- Re-Balancing your Approach to Employee Engagement
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.
Defining Employee Engagement

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
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)
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.todaysparent.com/blogs/celebrity-candy/trick-shot-titus/
“The One Thing”
“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”
Advice from Gram

“Keep Moving!”
Fun = Engagement

Case Study: Radio Flyer
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 a Confidential Engagement Self-Assessment on the Web.
- 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