Creating Workplaces that Really Attract and Retain

WELCOME!

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Mars Drinks

- Responding to changing context (world, work, workers, workplace)
- People = company’s greatest asset
- 100% dedicated to the workplace
- Rethink the Daily Grind
- Knowledge to share and key role to play in our customers’ success
The Study: The Workforce Voice Powered by LinkedIn

LinkedIn Respondent Perspectives

Promoters vs Detractors

Job Switchers vs Non-Switchers

Passive Candidates vs Active Candidates
< 50% of employees would recommend their current employer

Detractor Crisis (eNPS)

Workplace Promoter 49%  Workplace Passive 32%  Workplace Detractor 19%
57% of detractors are active candidates

Drivers of eNPS

Employee Net Promoter Score

- Engagement
- Wellbeing
- Productivity
- Collaboration
What is Workplace Vitality™

• A workplace that is vibrant, thriving, and alive with potential
• Connected to empowerment and belonging
• Intersection of **collaboration, engagement, well-being and productivity**
  - **Collaboration**: Essential teamwork—working together as a team to achieve common goals.
  - **Engagement**: Emotional commitment to the company and its goals evidenced by work effort.
  - **Well-Being**: Health, happiness and fulfillment with work-life.
  - **Productivity**: The amount of work produced on time and to specification.

What Employees Want vs. What They Get

<table>
<thead>
<tr>
<th></th>
<th>Importance</th>
<th>Performance</th>
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</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>94%</td>
<td>53%</td>
</tr>
<tr>
<td>Productivity</td>
<td>92%</td>
<td>57%</td>
</tr>
<tr>
<td>Well-being</td>
<td>91%</td>
<td>57%</td>
</tr>
<tr>
<td>Collaboration</td>
<td>88%</td>
<td>57%</td>
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</tbody>
</table>

% Decrease:
- Engagement: -41%
- Productivity: -35%
- Well-being: -34%
- Collaboration: -31%
Performance of Workplace Vitality among Promoters and Detractors

The Appeal of Workplace Beverages
Collaboration

Teamwork based on shared goals

| 91% Importance | 66% Performance |

67% tie Collaboration to workplace drinks

My Team
- Communication
- Information sharing
- Seeking help and offering help
- Expressed appreciation
- Commitment to team
- Change and adaptability
- Well-managed conflict
- Cooperation across the organization
- Contribution to team goal
Collaboration Examples

Mars Drinks – Principles, Vision, Leaders
Technology Company – Pairs, Morning Level Set
HR Consulting Firm – Getting Off-Site, *Strength Bombardment, *Diversity styles + interviewers + team processes
Ad Agency – Client Story Telling, Helping, *Mentoring App

What are your examples?

Engagement

Emotional commitment that results in work effort

<table>
<thead>
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<th>Performance</th>
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<td>90%</td>
<td>62%</td>
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67% tie Engagement to workplace drinks; most interrelated of the pillars

My Job
• Importance
• Effort
• Interest
• Meaning
• Positive impact
• Enthusiasm
• Challenge
• Learning
• Passion
• Organization energizes (tie to collaboration)
**Engagement Examples**

- **Mars Drinks** – Associates, Awards
- **Global Design Firm** – Food, *Morning Circle Ups
- **International Consulting Firm** – Feedback, *Storytelling by leaders and clients
- **Global Technology Company** – Birthdays, *Check-Ins

*What are your examples?*

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**Well-Being**

**Health, happiness, and work-life fulfillment**

- **89%** Importance
- **64%** Performance

- **80%** tie Well-Being to workplace drinks

**Myself**

- Life satisfaction
- Health
- Happiness
- Community ties
- Relationships with others
- Self esteem
- Control
- Growth and development
Well-Being Examples

Mars Drinks – Associates, Health, Campus
HR Consulting Firm – Decisions, Sports
National Design and Manufacturing Co. – Charity, *Meeting Check Outs, *Failure Labs
Global Technology Firm – Micro breaks, Hydration Stations, Food

What are your examples?

Productivity

Amount of work produced on time, on budget, on spec

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<td>90%</td>
<td>72%</td>
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69% tie Productivity to workplace drinks; need for caution

My Work
- Quality
- Quantity
- Effectiveness
- Efficiency
- Standards
- Timeliness
- Pride
- Added value for the organization

BUT:
**Productivity Examples**

- **Mars Drinks** – Great Place to Work, Huddles
- **Manufacturing Firm** – Visual Management
- **Ad Agency** – Work Products, Customers
- **Infrastructure Company** – Customer Images
- **Global Oil & Gas Company** – Choices, Sensing, Layout
- **National Design Company** – ELT, Customers, Mondays

What are your examples?
Conclusions

- Know what creates a great culture and great workplace
  - Team goals and *locking in
  - Work that matters
  - Organization that energizes with *storytelling
  - Control
  - Growth, development, and learning
  - Recognition, appreciation, *space for all styles
  - Challenge and *positivity
  - Workplace beverages
- Be intentional
- Focus on the holistic experience
- Make place work!

Diagnostic Survey - online
Visit [www.marsdrinks.com/workplace-vitality](http://www.marsdrinks.com/workplace-vitality) to learn more about Workplace Vitality™.