The Key to Perpetuating Success: Focus on Others

Ron Magnus, Managing Director
Overview

Engagement – Why Does it Matter?

Elements of Employee Engagement

Managers/Leaders: You Make a Difference!

Clear Vision Inspires

Motivate & Develop Others

What can YOU do?
Focus on Others to Create an Engaged Workforce

- VIDEO: https://www.youtube.com/watch?v=y4nwoZ02AJM
30% ENGAGED
52% UNENGAGED
18% DISENGAGED
Highly Engaged... 370% More Likely to Recommend Company as Employer

Highly Engaged... 480% More committed to helping the company succeed

Highly Engaged... 250% more likely to recommend improvements
Disengaged Manager = 3x more likely to have disengaged employees
LESS ENGAGED EMPLOYEES...

4X More Likely to LEAVE
"... no company, small or large, can win over the long run without energized employees ..."

Jack Welch, former CEO of GE
Do employees know how to do their jobs effectively?
Do they have the right resources to be effective?
Are they surrounded by people that they like and respect?
Do their managers care about them?
Do they feel that they are advancing their career and skill sets?
I ❤️ my job

Direct Management/Supervision
Company Leadership and Vision
Motivation/Development
Attracting/Retaining
My Role
Total Rewards
Direct Management/Supervision:

Caring, Competent and Provide Feedback to Workers
VIDEO:
https://www.youtube.com/watch?v=HNr4tE74xE
Focus on Others

- Show Genuine Appreciation and Care for Others
- Provide Others with Effective Feedback
Senior Management has the best interest for my well-being

More Likely to Stay at Job
Know Your People Deeply

Past

Pain

Passion

Potential

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Millennials want feedback – and lots of it

I would prefer to receive feedback...

- Monthly: 48%
- On an “as needed” basis: 24%
- Weekly: 20%
- Daily: 5%
- Only during the evaluation process: 4%

I would prefer for feedback to be provided...

- In Person: 85%
- Other: 15%

*other includes: via email, via letter, in a group setting

Source: FMI 2015 Millennials Survey
Giving Feedback

Observation

Plan

Effect
PLUS

“What I appreciate about you is ...”

DELTA

“I feel you could be even more effective if ...”
Company Leadership and Vision:

Competent, Visionary and Clear about Where the Company is Going
• Communicate Vision – betterment of your people and company
• The Big Picture
Perpetuating Success

When the company’s vision/direction is *clearly communicated* and *inspires enthusiasm for work*, millennials are **25%** more likely to stay longer with the company compared to millennials who don’t have a clear vision/direction.
Core Purpose Examples

**Walmart**

To give ordinary folk the chance to buy the same things as rich people

**The Walt Disney Company**

To make people happy
VIDEO: https://www.youtube.com/watch?v=TNGL-QCGJG8
Core Purpose
To make people happy

Core Values
No cynicism
Nurturing and promulgation of “Wholesome American Values”
Creativity, dreams and imagination
Fanatical attention to consistency and detail
Preservation and control of the Disney magic
Purpose Statement

1. Why we exist?
2. Guides & Inspires?
3. Captures the Soul?
4. Enduring?
Motivation / Development:

Professional Growth & Challenge
Leaders Who Develop Talent:

Delegate Challenging tasks
Leaders Who Develop Talent:

Regularly give feedback
Leaders Who Develop Talent:

Take an active role in teaching, coaching and mentoring
Leaders Who Develop Talent:

Act as effective role models
In the labor pool of 1995, there were...

60 Million Boomers

0 Millennials
Today there are...

44 Million

54 Million
The United States is Aging
24 want Competitive Pay

15 expect Personal Development

18 ask for Work-life Balance
Connecting the wires...

Focus on Others

- Create an ENGAGED workforce
- Know your people and CARE about their development
- Connect to VISION that drives the work

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