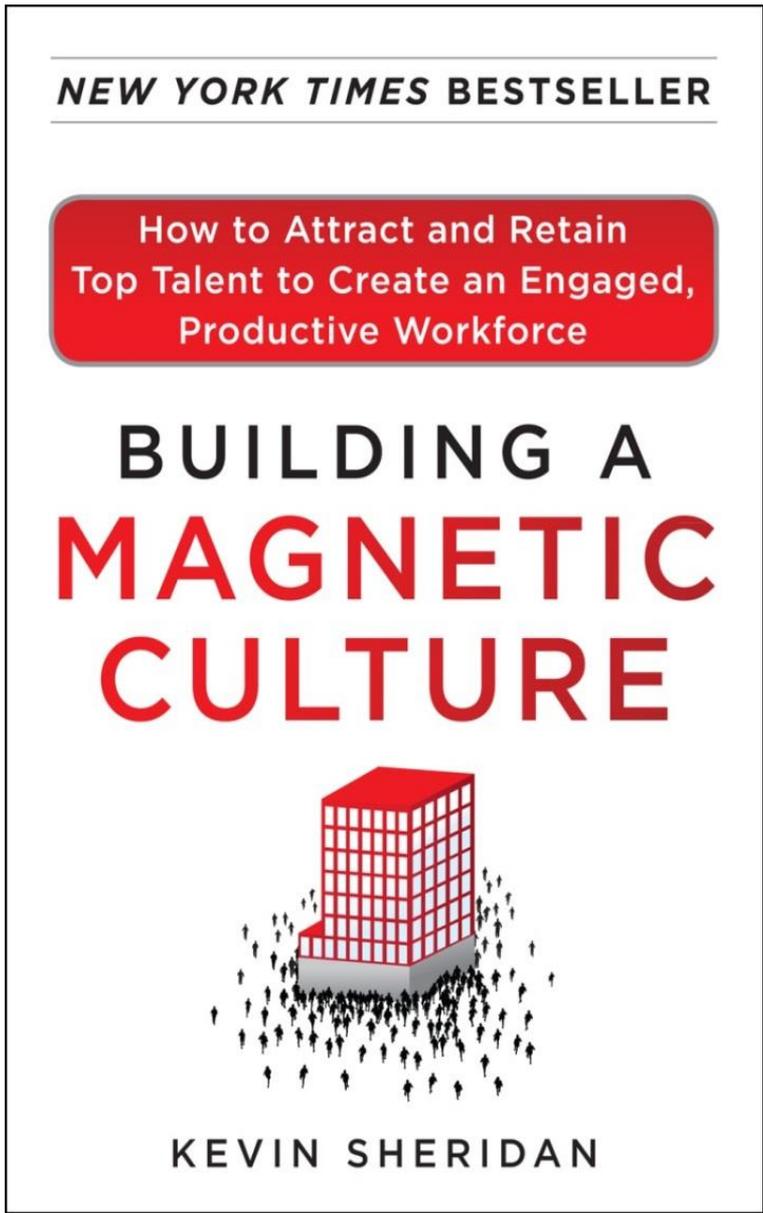
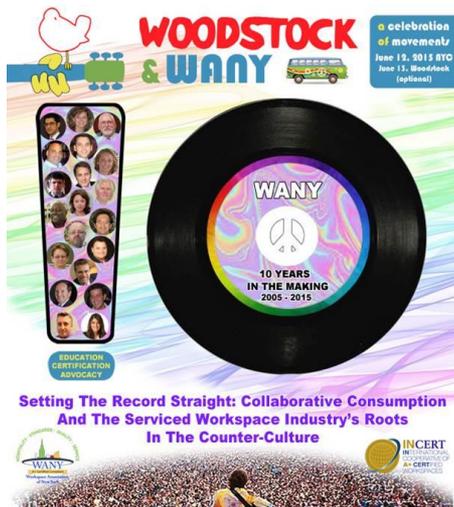




# Building a Magnetic Culture®

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June 12, 2015



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# Agenda:

- What is a Magnetic Culture and Why is it Important?
- Employee Engagement and its Dividends.
- The Key Engagement Drivers





## Agenda:

- Engagement Best Practices
- 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





# 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**



# Levels of Engagement

## Three Types of Employees:

### 1. ENGAGED

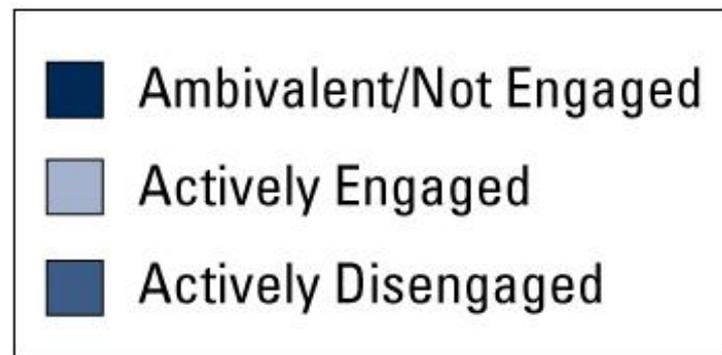
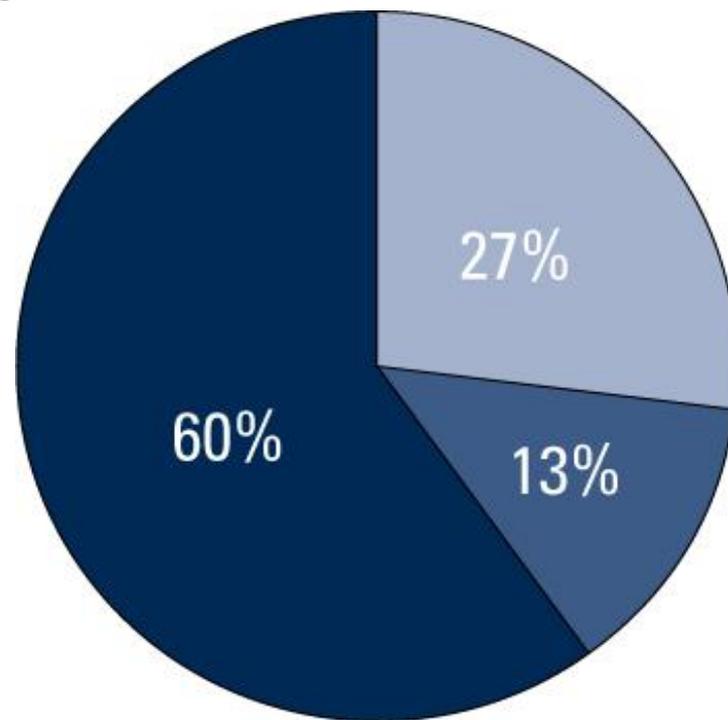
- Highly engaged and committed to the mission, vision, and values of the organization.

### 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.





# Employee Engagement

Engaged is...





# Employee Engagement

Disengaged is...







# 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)



# 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.





# 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!



# “The One Thing”





# Engagement Driver

## Direct Supervisor/Manager Leadership Abilities

- Lead by Example – Be Accountable.
- The Importance of Trust & Genuinely Caring.
- Clearly communicate expectations
- Use the three most impactful workplace phrases

### Best Practices:

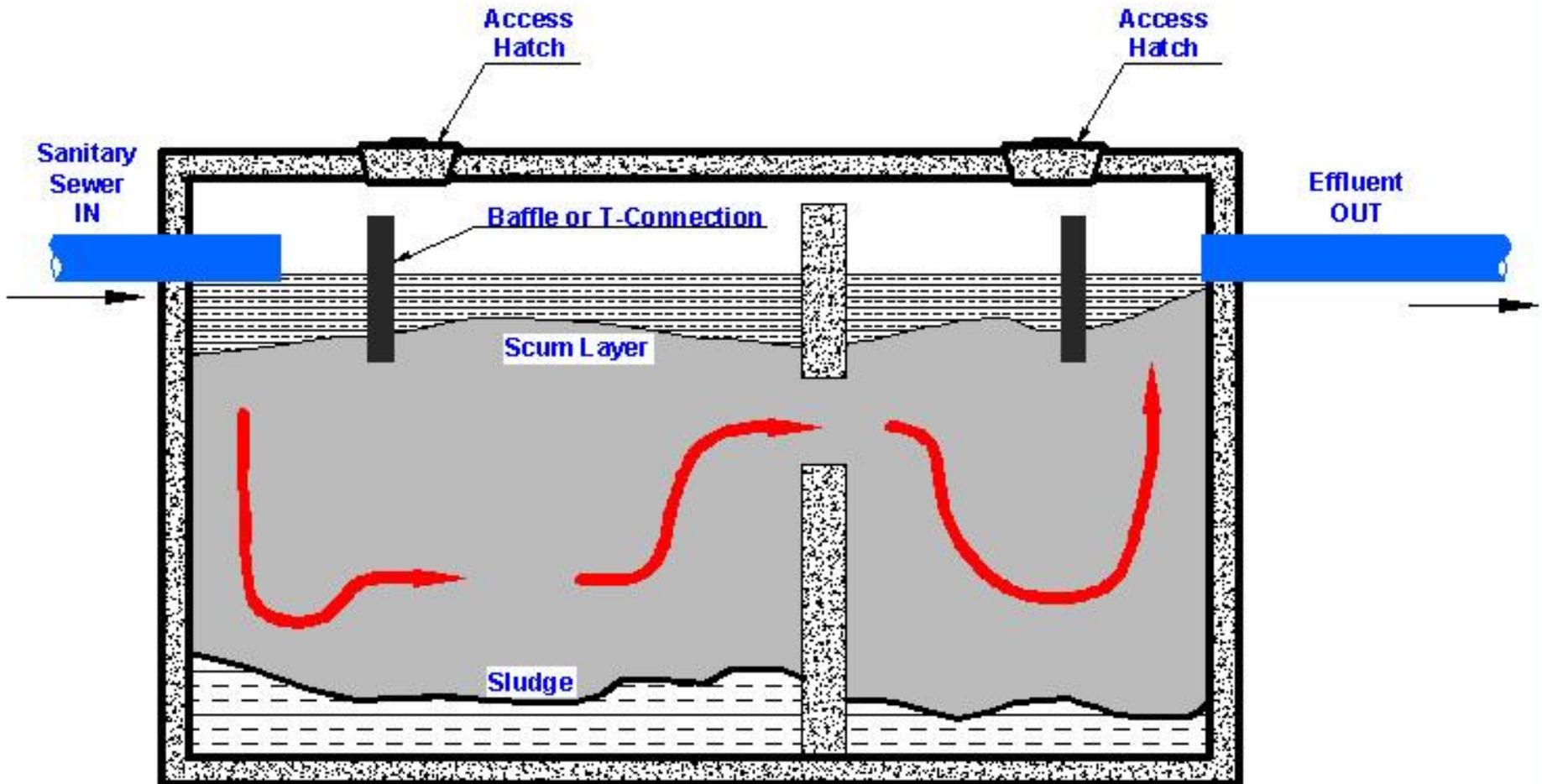
- Conduct Regular Performance Discussions as opposed to the obligatory annual performance review.
- Engage employees in a dialogue about Engagement – 95% of managers have not.
- Personalize it – Who was your best boss?



# Job Content

Not everyday is a “Day in the Park”

## TYPICAL SEPTIC TANK



# Advice from Gram

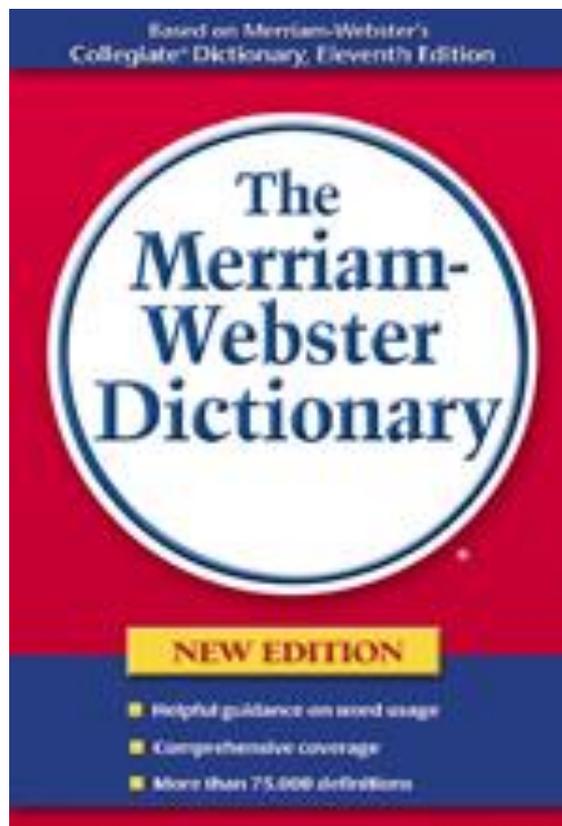


**“Keep Moving!”**



# Engagement Driver

## Organizational Culture



**Culture: 2014's “Word of the Year”**



# Engagement Driver

## Organizational Culture

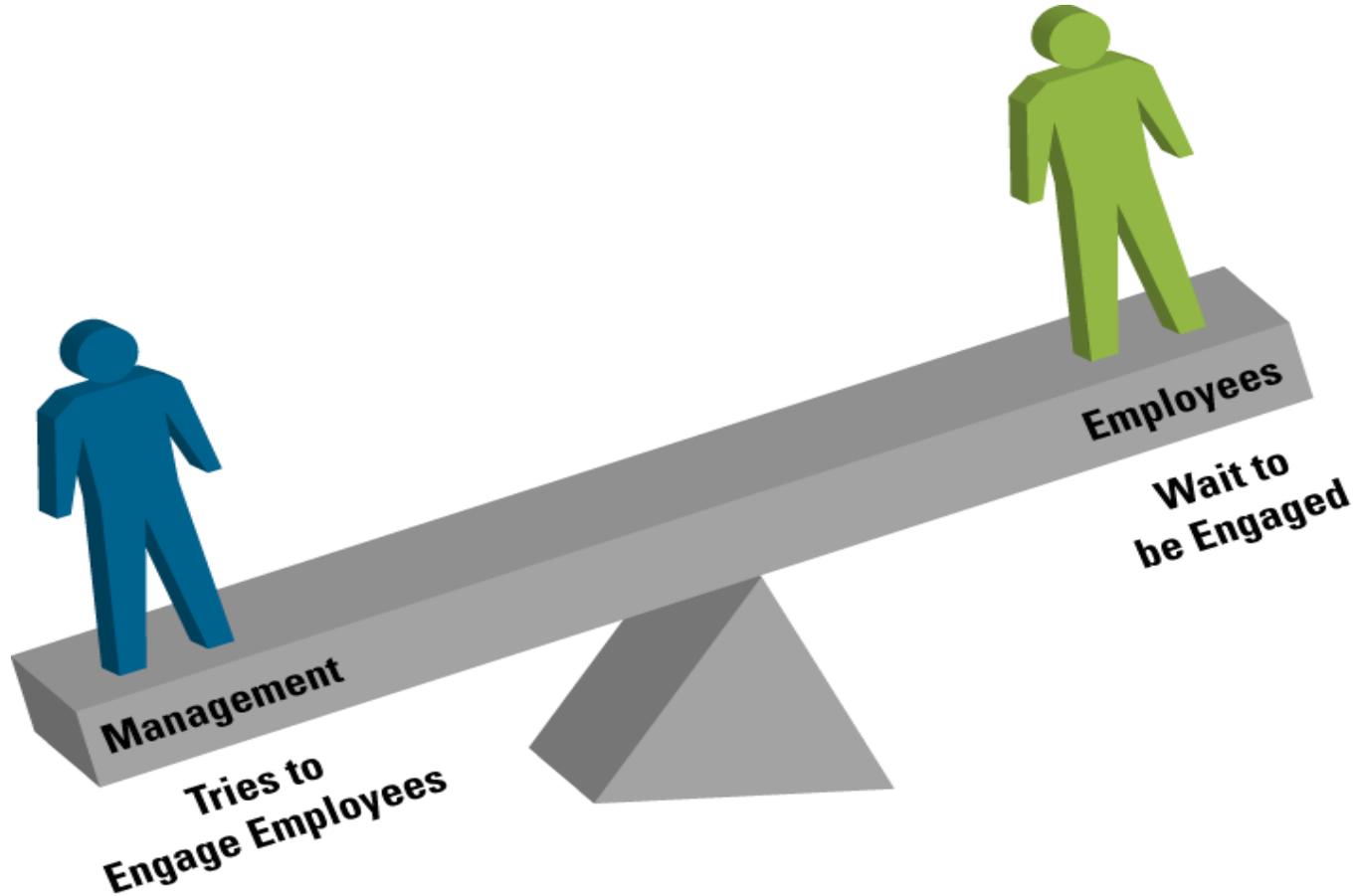
- Core Values & Mission
- Pride & Passion
- Workplace Flexibility
- Diversity & Inclusion
- Fun



- Hire for cultural fit. Employees who “fit” the culture will stay and thrive.
- Share your organizations’ story thereby instilling pride in the organization. Let employees express their Passion: Westin’s “My Passion: “
- Recognize the importance of workplace flexibility of not providing it.
- The Critical Linkage between Diversity & Inclusion and Engagement



# Avoid a Lopsided Approach to Engagement





# 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](http://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.





Questions/Comments?

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# Closing Advice from Gram

