

Helping Your Organization Win

By Creating An Engaged Culture



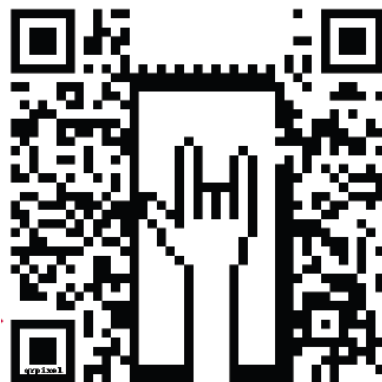
atd2017

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 **RICK**
LOZANO



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FROM LACKING THE SWAGGER
TO MOVES LIKE
JAGGER

PRESENTED BY: RICK LOZANO

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Engagement



Engage to rock



Culture - what moves us



This is how we do it



Break from the norm

Engagement



Engage to rock

Why are you here?

Engagement

#1 Human Capital Trend

Per Bersin by Deloitte 2015 Global Report

Increases in...

Productivity

Customer satisfaction / loyalty

Market share

Revenue

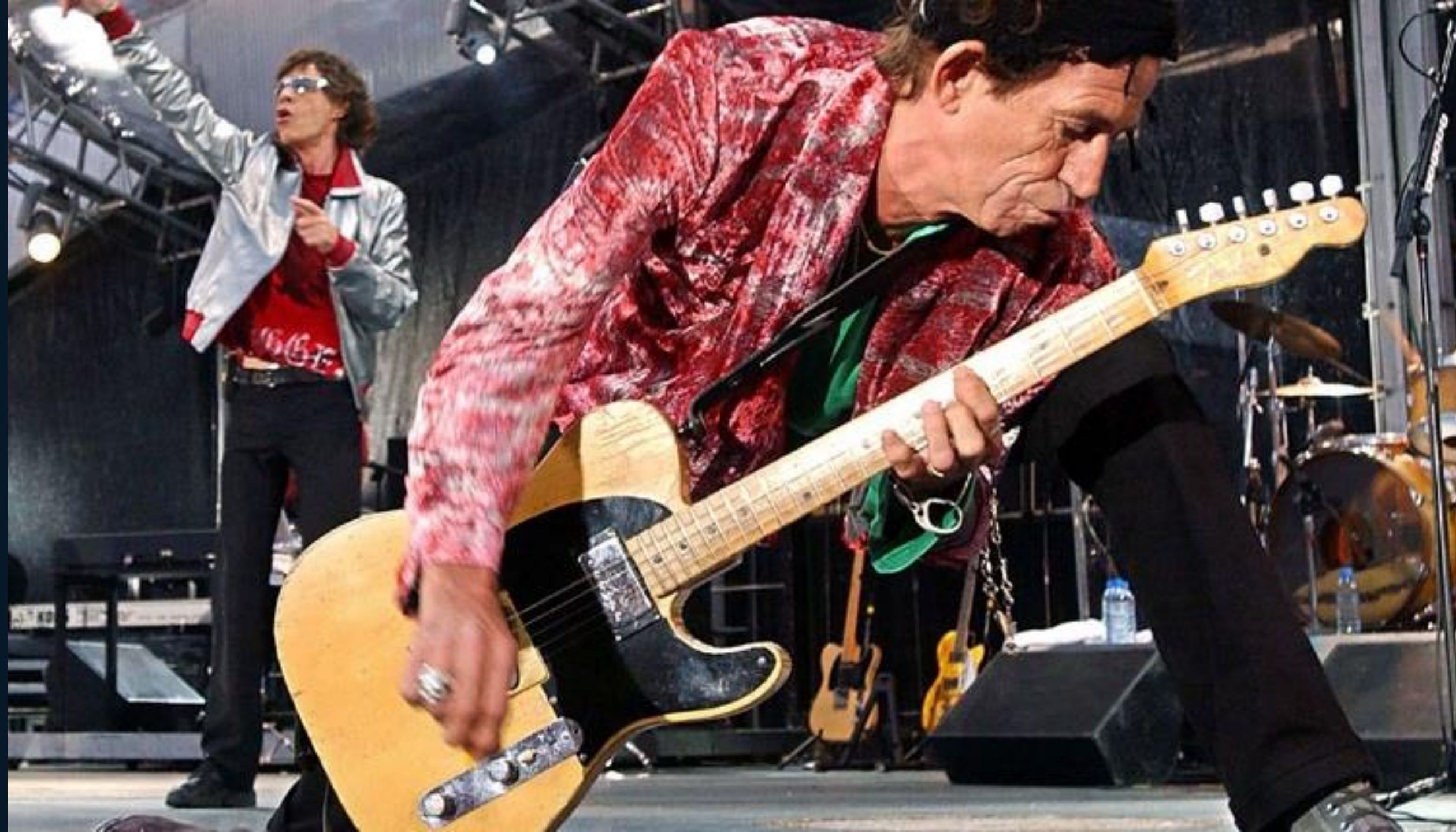
Reduction in...

Employee attrition

Absences

Mistakes

Negative Glass Door reviews where they say “this company sucks and I’d highly advise no one to ever work there or they will wind up selling their soul to the devil!”



Engagement

13% highly engaged

Per Gallup

Engagement



Engagement

Engagement lives in the experience



Employee Job Satisfaction

Job Passion and Self-Evaluation

1. We would like to ask you about the kinds of positive experiences you have in your organization.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I experience personal growth such as updating skills and learning different jobs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Management looks to me for suggestions and leadership	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Supervisors encourage me to be my best	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
I am rewarded for the quality of my efforts	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
I am valued by my supervisor	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
The company has a positive image to my friends and family.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5



Define engagement

Emotional

Psychological

Engagement

Emotionally connected

Psychologically committed

Discretionary effort

Fluid





Engagement



Engage to rock



Culture - what moves us









rackspace
HOSTING

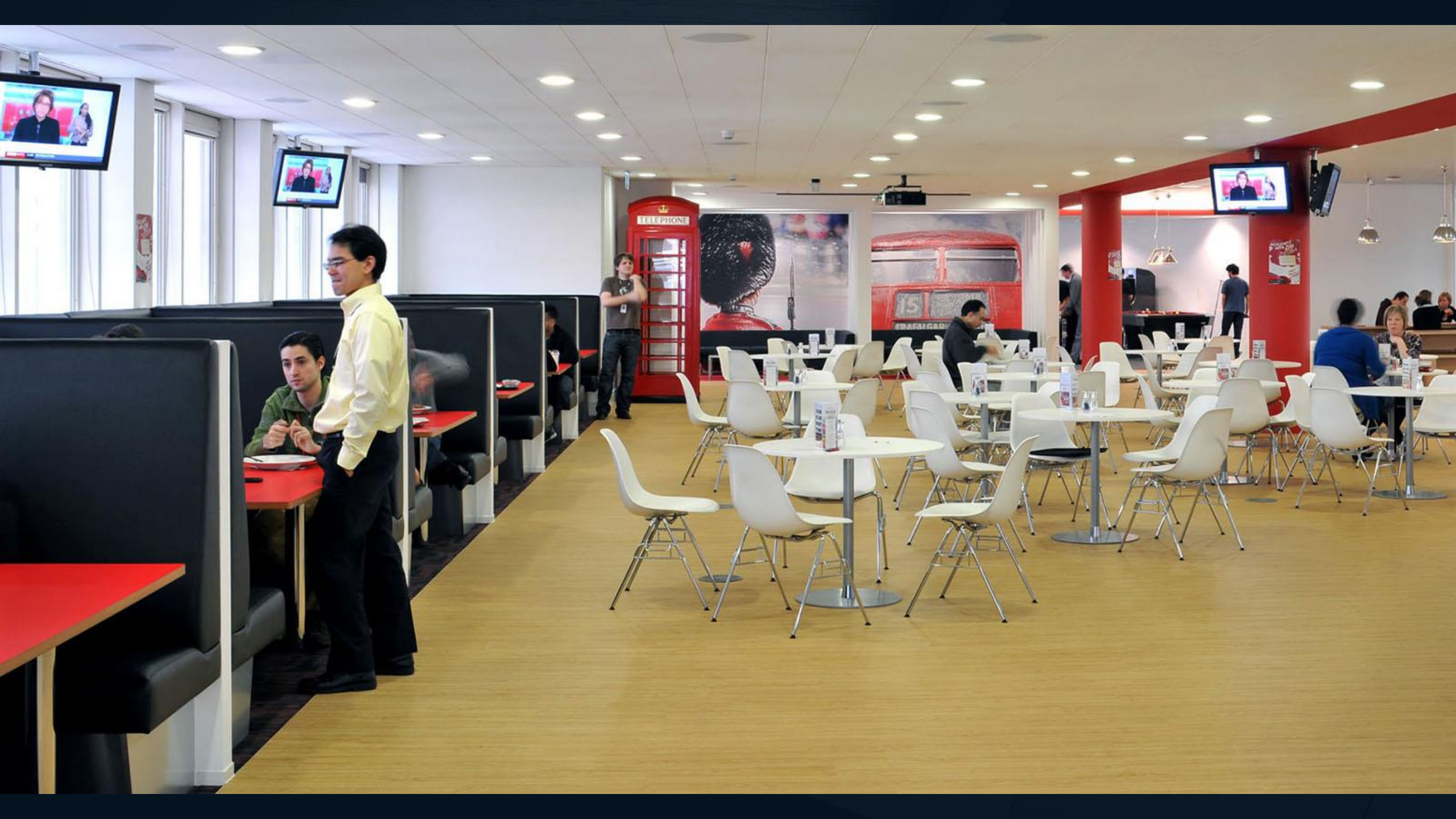








Does. Not. Suck.



A photograph of an office environment. In the foreground, a man with dark hair and glasses is seated at a desk, looking towards the right. Standing over him is another man with a beard and glasses, wearing a blue t-shirt with a white graphic on the sleeve and a name tag. He is leaning forward, resting his hands on the desk, and appears to be in conversation with the seated man. The background shows a typical office with cubicles, computer monitors, and other people working. A yellow flag is visible in the upper left. The word "Trust" is overlaid in large white text on the right side of the image.

Trust

Figure 3. The relationship between culture and engagement



Intrinsic motivation •



Autonomy

Mastery

Purpose

NEW YORK TIMES BESTSELLER

"Provocative and fascinating." —MALCOLM GLADWELL

Daniel H. Pink

author of *A Whole New Mind*

DRIVE

The Surprising Truth
About What Motivates Us

We impact culture



We don't have to be...

The Google logo is centered on a white rectangular background. The letters are in their signature colors: 'G' is blue, the first 'o' is red, the second 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

Figure 3. The relationship between culture and engagement



Be a great place to be from •



Engagement



Engage to rock



Culture - what moves us



This is how we do it

Engagement as...

The work 'experience'



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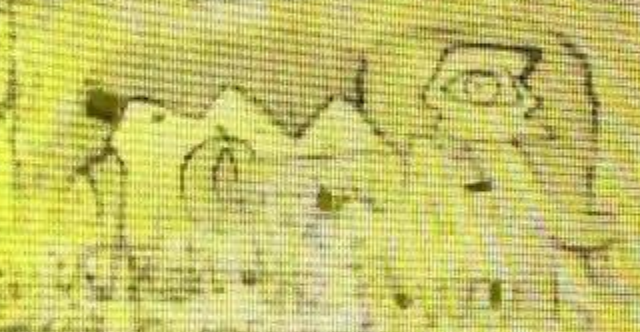
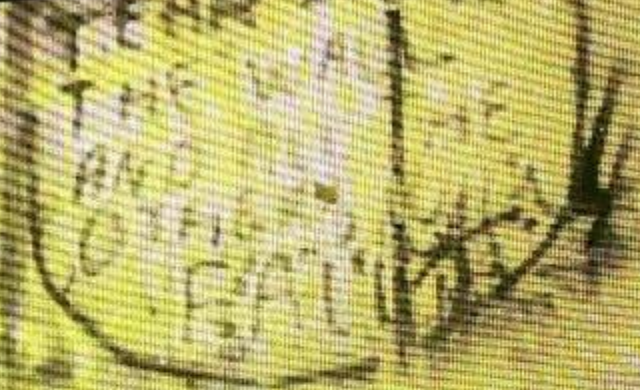
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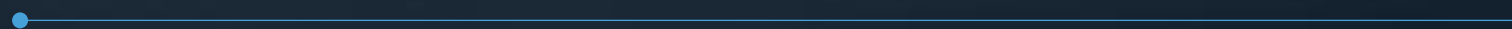


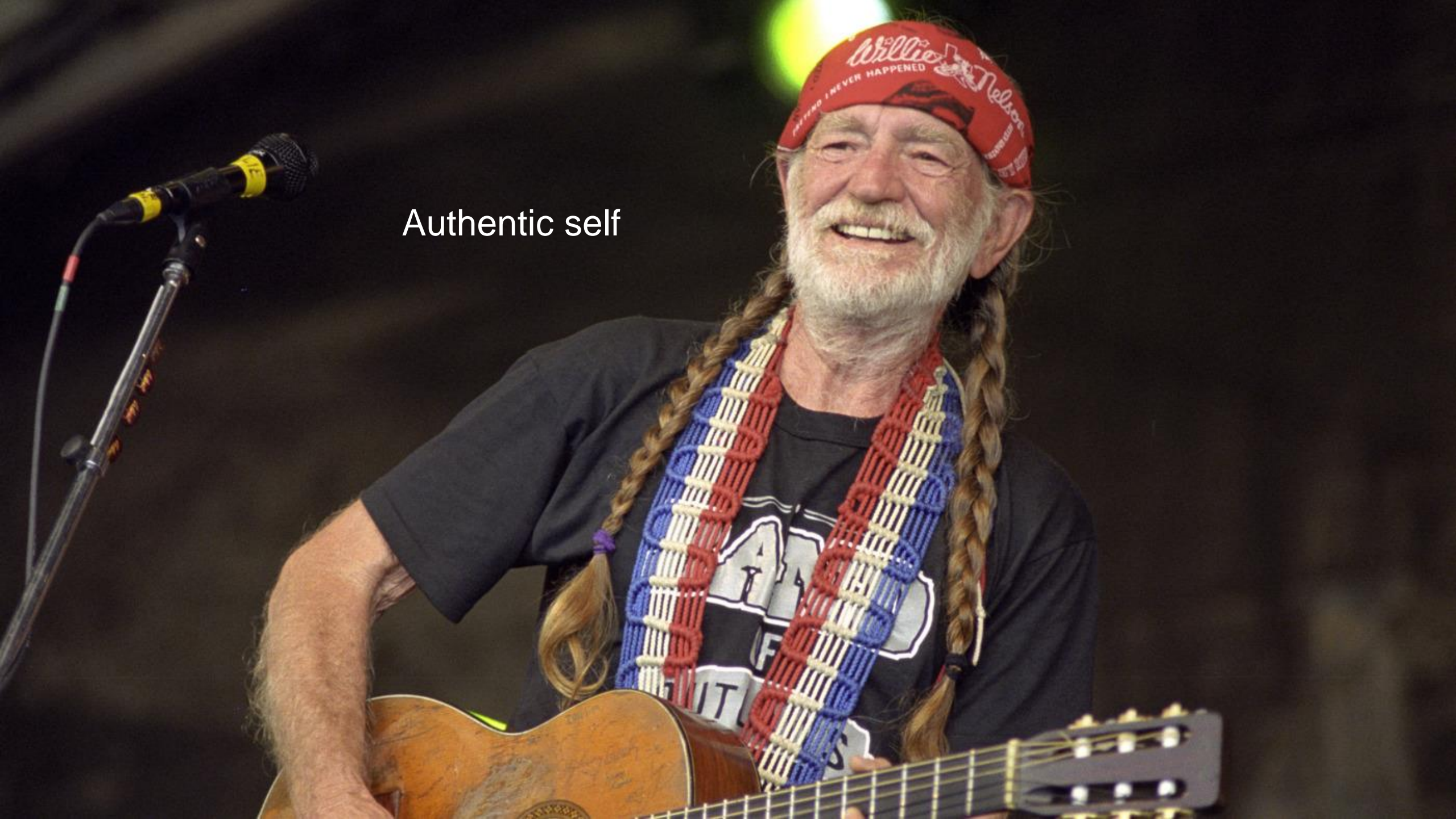
of love everywhere
then the world will know





Who shows up?





Authentic self



16%

“Striving for Self-Verification during Organizational Entry” – Dan Cable/Virginia Kay, 4/1/2012



What makes you authentic?

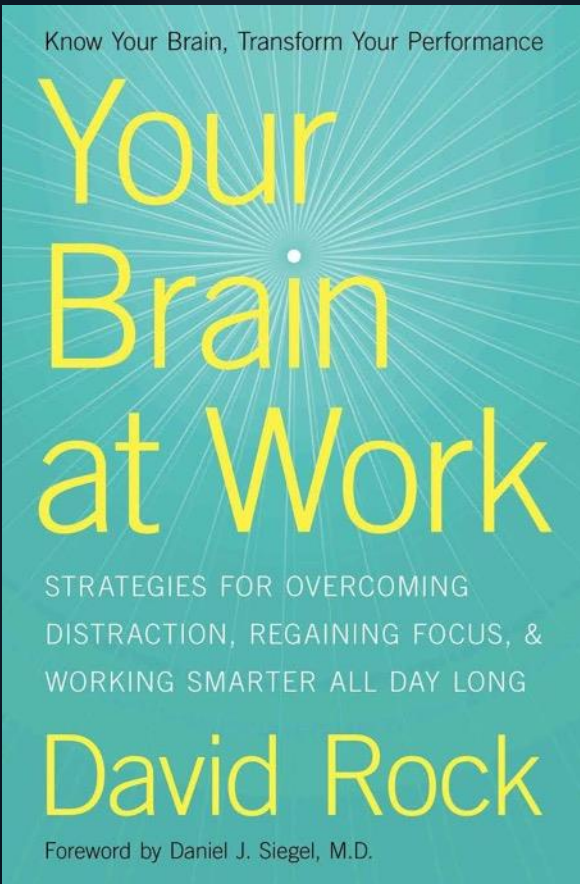




Recognize and
Communicate value



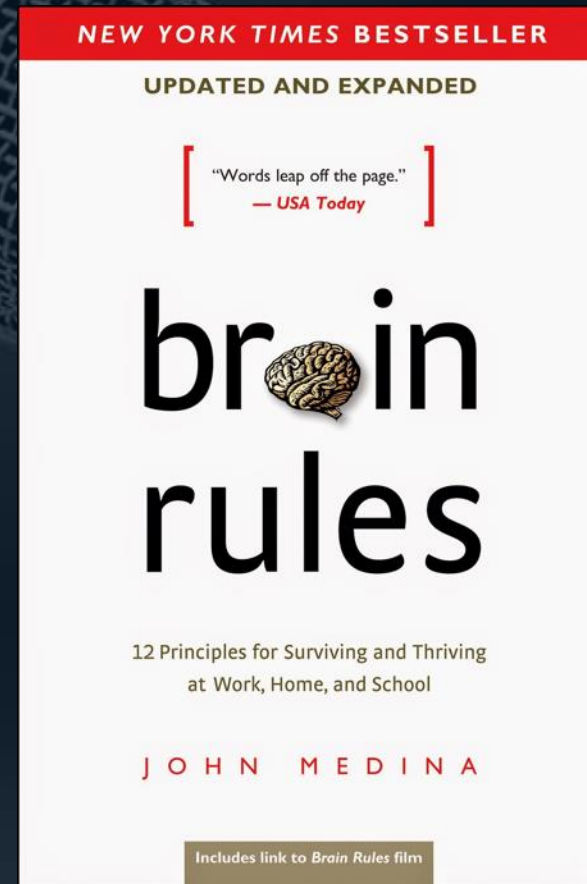
Purpose



Safety

Variety

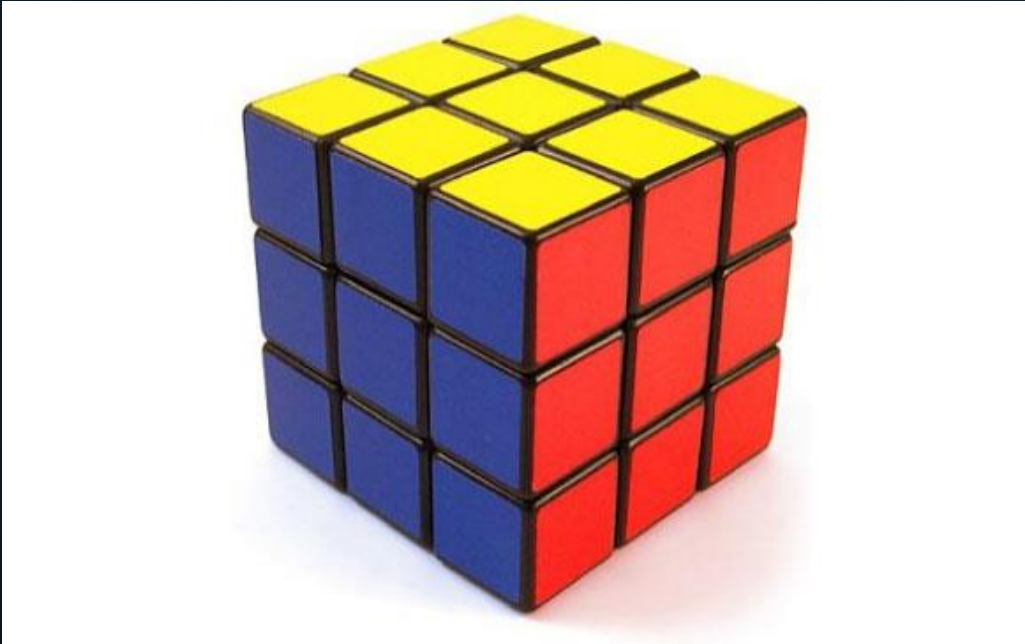
Fairness



Novelty



Autonomy •



What needs to be done

Not how

Autonomy •



Guardrails





© Southwest Airlines 2009



THE RITZ - CARLTON







The workforce has changed! •—————



U B E R

The workforce has changed! •

3.1 Million – December 2015

US Bureau of Labor Statistics



The workforce has changed

4.9% unemployment

“Striving for Self-Verification during Organizational Entry” – Dan Cable/Virginia Kay, 4/1/2012



Myths about engagement •

Millennials

Flexibility



Flexibility

Remote when it makes sense

Impact not hours

Feed the freelancer!



Engagement



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Culture - what moves us



This is how we do it



Break from the norm

What's next? •

....as a leader/manager

Let it go

Situational Leadership

Focus on the little things

Be a low tech communicator

What's next? •

...in any/every capacity

Pulse meetings



What's next? •

...in any/every capacity

Pulse meetings

Personal purpose

What's next? •

...in any/every capacity

Pulse meetings

Personal purpose

Guardians of our own engagement

Let it... •



Let it GROW! •



KEY DRIVERS OF ENGAGEMENT IN NEW TECH

-  **1** Company seen as a great place to develop
-  **2** Confidence in the leaders
-  **3** Company effectively directs resources (funding, people and effort) towards company goals
-  **4** Open and honest two-way communication
-  **5** Leaders that demonstrate people are important to the company's success

Most companies want their employees to be more engaged and connected, but it is hard to simply make that happen or improve directly (try telling people to be happier and the chances are that won't work).

To understand what engages New Tech employees and what exceptional culture looks like in those companies Culture Amp analyzed data across all of its Engagement components to identify what were the most consistent predictors of highly engaging companies. In other words, what were the specific things that set these companies apart from the others.



Strengths



GROW by teaching •



Talent development department

Over 130 volunteers

11,000 contact hours/year





1/2

14 Source: "Here's a Google Perk Any Company Can Imitate: Employee-to-Employee Learning," *Fast Company* / Sarah Kessler, March 26, 2013, <http://www.fastcompany.com/3007369/heres-google-perk-any-company-can-imitate-employee-employee-learning>.

Let it GROW! •



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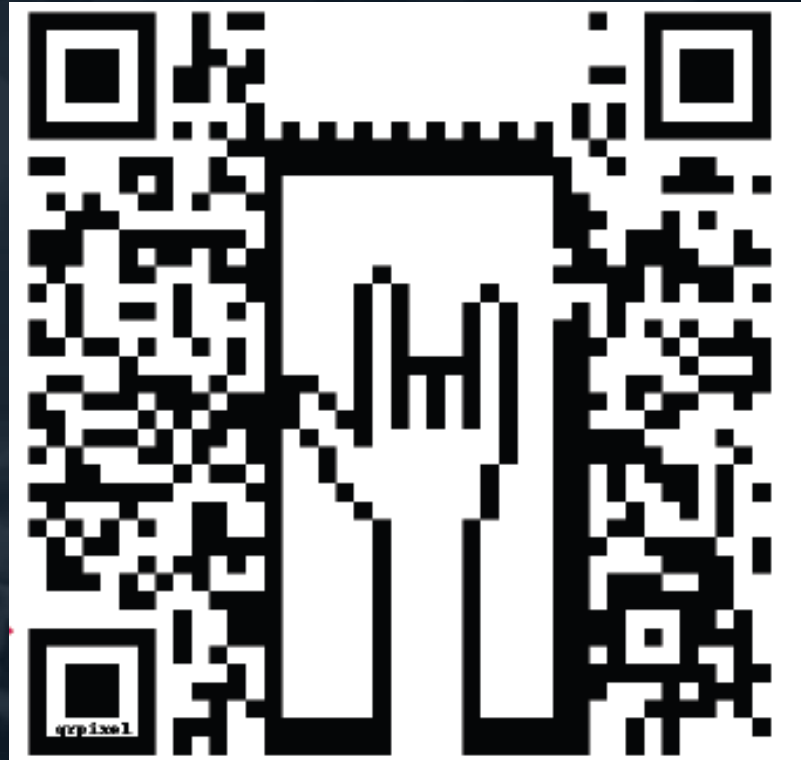


Break from the norm

Questions?



Thank you!!!



Ricklozano.com/jagger



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