

# Employee Engagement

## 10 Rea\$ons Why



## 10 Way\$ How

# Definitions

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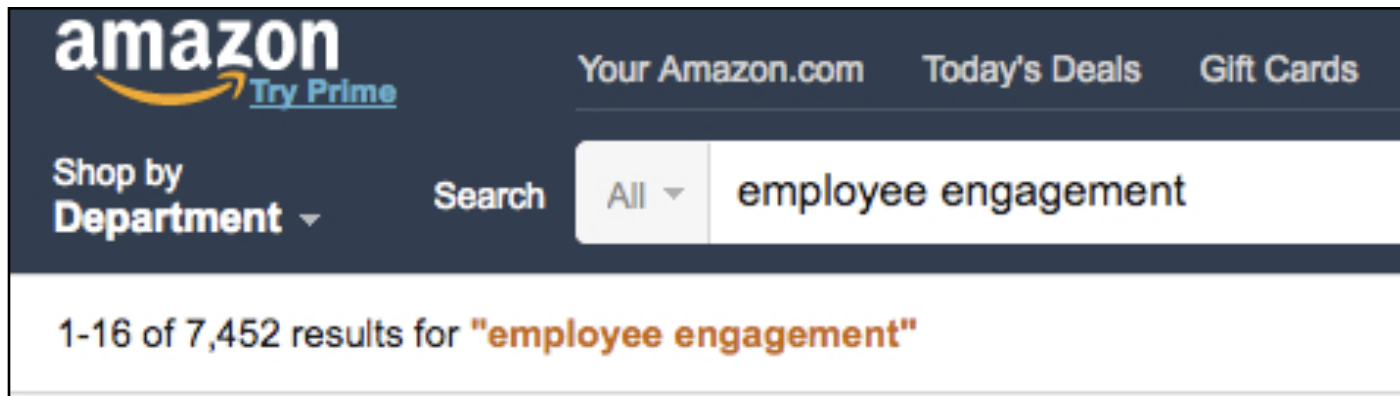
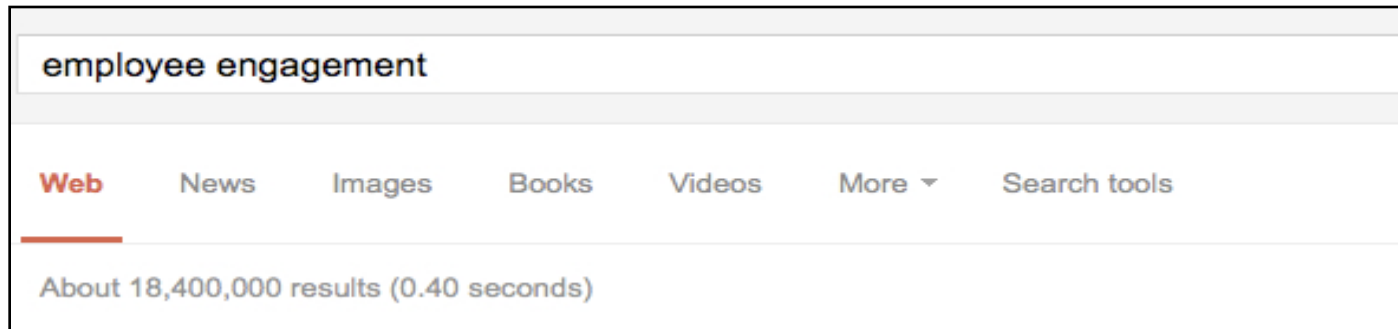
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Volunteer mentor

Floor leader, coach-in-the-locker room

## Noise to Signal Ratio

# Noise



# Results?

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## Annual Costs to Our Economy

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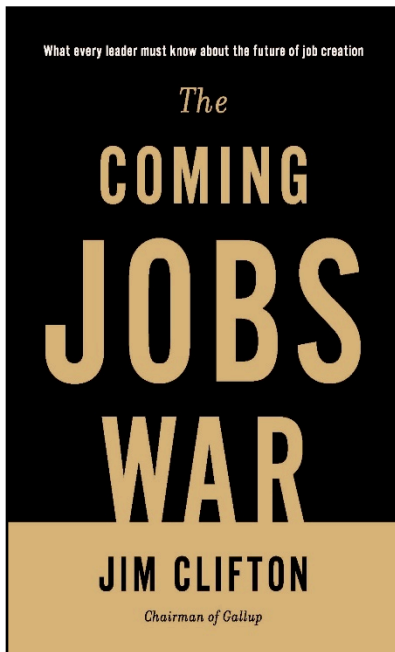
- Jim Clifton, Gallup Chairman: [How to Tackle U.S. Employee's Stagnating Engagement](#)

## Annual Costs to Our Economy

**\$370 - \$450 Billion**

## Why #1

# Win Today's Job War



**The coming world war is an all-out global war for good jobs. ... If countries fail at creating jobs, their societies will fall apart. Countries, and more specifically cities, will experience suffering, instability, chaos, and eventually revolution.**

- Jim Clifton, [The Coming Jobs War](#)

## Why #2

# Win Tomorrow's Job War



Why #3

# Create a Culture of Learners

(urb)biz



## Why #4

# Increase Customer Engagement



## Why #4

# Increase Customer Engagement



**Engaged, Loyal Employees = Engaged, Loyal Customers**

# Why #5

## Superior Financial Results



**Profitability is 40% higher\***

**1% Increase in Employee Engagement = .6% Increase in Revenues\*\***



# Why #6

## Company Valuation



**Return on Assets - 100% higher\***

**Earnings Per Share - 160% higher\***

# Why #7

## Crush Your Competition



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# Why #8

## Your Community



# Why #9

## Your Family



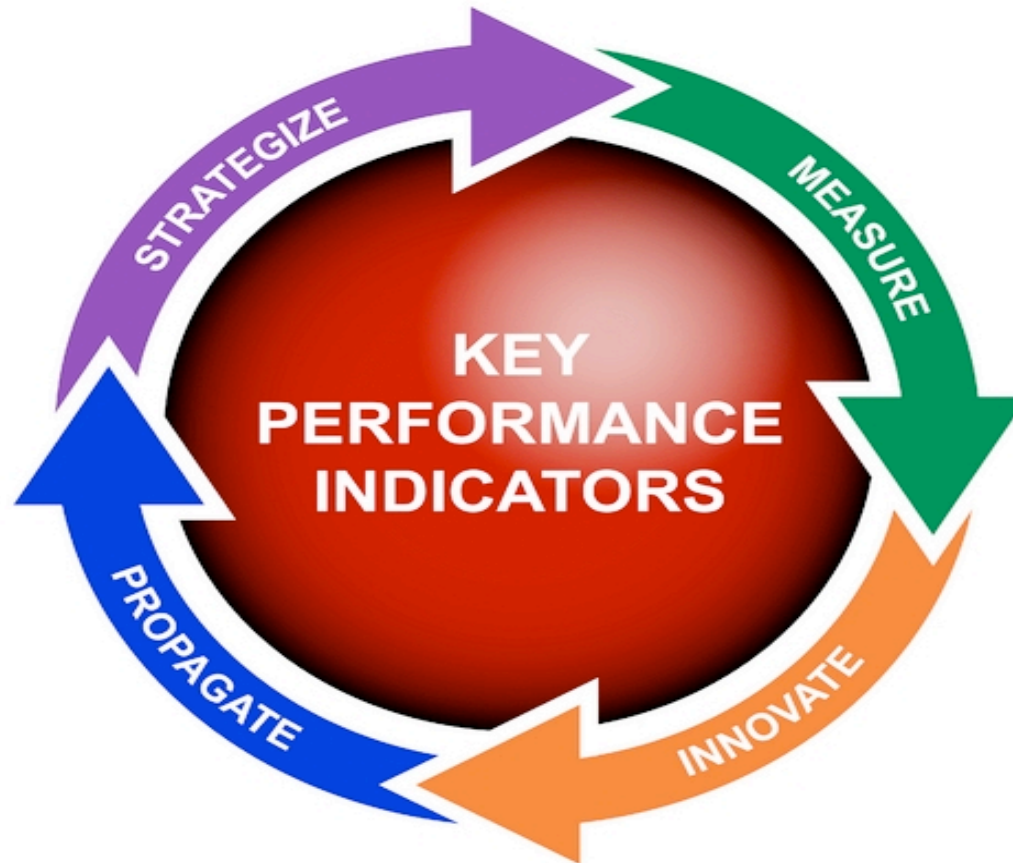
**Why #10**

**You**



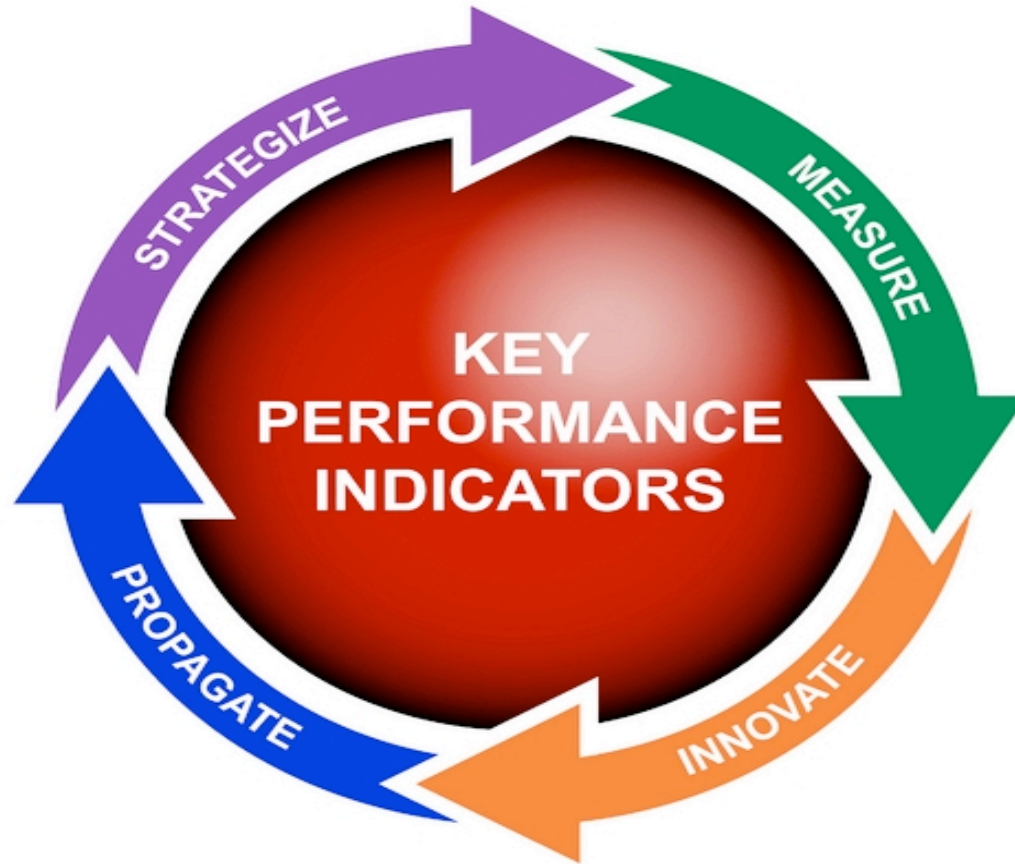


# How #1



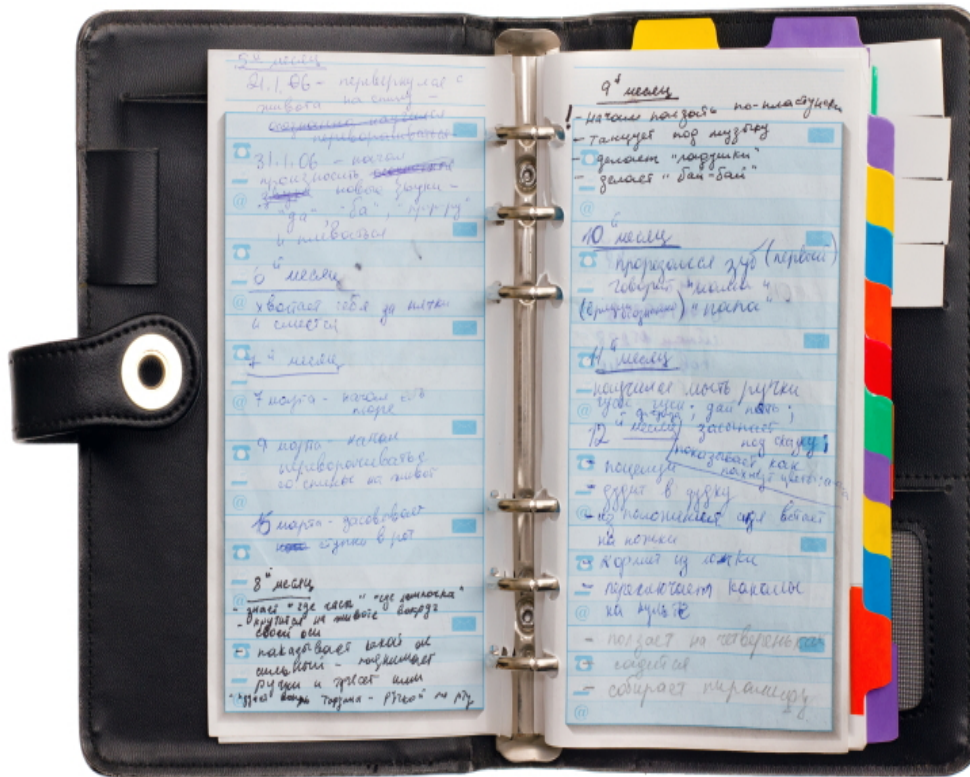
How #1

# Pick Your KPI - Key Performance Indicator



# How #2

## Schedule It Daily



## How #3

# Stop By and Say ...



**How #4**

# **Listen More**



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Author of [Recognize THEM: 52 Ways to Recognize Your Employees in Ways They Value](#)



**How #5**

# **Connect Your Stars**



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## How #6

# Recognize Them to Your Peers, Bosses



**“In the past seven days, I have received praise or recognition for my work.” Q12 Survey**

## How #7

# Embrace Failure

Failure happens all the time. It happens every day in practice. What makes you better is how you react to it.

Mia Hamm

Mia Hamm, Women's FIFA Player of the Year 2001 and 2002

# How #8

# Encouraging Snitching





How #9

# Volunteer at the Front



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# How #10

## Be Their Student



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# How #11

## Show Them the Door



# Homework: Read & Engage

[Symbolist Blog](#)

[Switch and Shift](#)

[Michael Lee Stallard](#)

**Join Google+ Communities: 'employee engagement'**

**Join LinkedIn Groups for Employee Engagement**

**Twitter Hashtag: [#employeeengagement](#)**

**My Twitter List: [#employee engagement](#)**

[Inc. Magazine](#)

[Fast Company](#)

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**Extra Credit: Find Your Sources Extra – Extra Credit: Start Your Conversations**



# Thank you



**Zane Safrit**

**Author:**

**1. Recognize Them: 52 Ways to Recognize Your Employees in Ways They Value** Email me for a free copy

**2. The Engaged Hiring Process: A Simple Plan to Help You Hire the Best** *Free download*

**Website:** [www.zanesafrit.com](http://www.zanesafrit.com)

**Radio Show:** [www.blogtalkradio.com/zane-safrit](http://www.blogtalkradio.com/zane-safrit)

**Twitter:**<https://twitter.com/zanesafrit>

**Email:** [zane.safrit@gmail.com](mailto:zane.safrit@gmail.com)

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Why #5: Superior Financial Performance - [nito100](#)

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