IT'S NOT YOU, IT'S ME. REALLY.
THE BOOTSTRAPPER'S GUIDE TO EMPLOYEE ENGAGEMENT

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EMPLOYEE ENGAGEMENT.

Buzzwords
They're not all bad
IT'S NOT THAT THEY'RE LAZY, IT'S THAT THEY JUST DON'T CARE
EMPLOYEE ENGAGEMENT:

DISCRETIONARY EFFORT THAT YOU DON’T HAVE TO THREATEN SOMEONE TO GET
“Most people work just hard enough not to get fired and get paid just enough money not to quit.”

George Carlin
THE 5 BIGGEST MYTHS ABOUT EMPLOYEE ENGAGEMENT
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This Bob....  ...Not the two Bobs
MYTH 1

Employee Engagement is HR’s Role.
MYTH 2

Employee Engagement Requires a Large Budget.
Employee Engagement isn’t something to be focused on now. As some managers say, “People are fortunate to just have jobs.”
Employee Engagement is warm and fuzzy, and there aren’t statistics to back it up.
MYTH 5

Employee Engagement is a Trend.
Are You IN?
YOUR COMPANY IS ONLY AS GOOD AS YOUR WORST MANAGER
DISENGAGEMENT AT ITS FINEST
BUILDING ENGAGEMENT THROUGH FIRST-LEVEL MANAGERS

OH, YOU'RE DOING WEB ANALYTICS WITHOUT A BIG DATA STRATEGY?
TELL ME HOW GREAT THAT'S GOING.

OH, YOU WEAR A NORTHFACE JACKET?
YOU MUST GO ON SO MANY ADVENTURES

OH, SO YOU DRINK STARBUCKS?
HOW INTELLECTUALLY ENLIGHTENED YOU MUST BE.
MAKE IT ABOUT THEM
SHUT UP
What does great performance look like?

- Consistent levels of high performance.
- Natural innovation and drive for efficiency.
- Intentional building of supportive relationships.
- Clear about the desired outcomes of their role.
- Emotionally committed to what they do.
- Challenge purpose to achieve goals.
- High energy and enthusiasm.
- Never run out of things to do, create positive things to act on.
- Broaden what they do and build on it.
- Commitment to company, work group, and role.

And how do you show you notice?

- Have a clue about what the employees like and hate – both inside & outside of work.
- Show interest in their career by giving them “free agent” status and developing them for their next role.
- Stop telling them what to do – help them determine the solution.
- Give a little love & some public praise – could be as easy as an internal email highlighting their contribution to the team.
- Acknowledge their opinion & show you appreciate their input – even if you go another direction.
WHAT NOW?
THE LONG ENGAGEMENT:

CONNECTED = ENGAGED
ADMIT IT – YOU'RE JEALOUS OF THEM
WE ARE WHO WE SAY WE ARE

NERDS
You cannot kill what already has no life.
CAN YOU BE A “BEST PLACES” TO WORK?

stocks & shares
BE BRAVE, PAY
BUILD IT AND THEY WILL COME
Provide Great Health Care Benefits – No Employee Contribution for themselves or family coverage

Offer Killer Benefits That Look Great But Require Sacrifice From The Employee – Full Tuition Aid and 100% 401 (k) Match
BROADEN APPROACH TO TIME-OFF POLICIES
INVEST IN YOUR WORKSPACE
NOW THAT YOU'VE BOUGHT THEIR ATTENTION: ENGAGE
ANOTHER BUZZ WORD ALERT!
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PROMOTION OF TALENT

Two guys. One job. No rules.
PORTABLE CAPITAL INVESTMENT IN TALENT

OH YOU HAVE A BUSINESS DEGREE?

NO PICKLES OR ONIONS PLEASE.
THAT IS THE BLUEPRINT
It's 4:30 am and I am at work.
THANK YOU!

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