Engaging & Retaining Key Employees

Barry Adams –
Peachtree Awnings

IFAI EXPO

Quartiling Exercise

"A" Players — High achievers -Solid Contribution/Consistent performance

Coaching

"B" Players

Coaching

"C" Players

"D" Players — Kindly ushered out of your organization

The 80/20 rule applies – You will spend 80% of your time managing the wrong 20% of your associates!

IFAI EXPO

What does an "engaged" employee look like?

- Fully involved in their work
- Enthusiastic about their work
- Inspired (and inspire others)
- Committed to their work
- Fascinated by their work.

Engaged employees care about the future of the company and are willing to invest the discretionary effort (exceeding duty's call) to see that the organization succeeds!

IFAI EXPO

What do the statistics show???

- The "disengaged" produce 23% less revenue than their "engaged" counterparts.
- 84% of "engaged" believe they can impact the quality of their company's products. (vs. 31% of the disengaged).
- 72% of engaged believe they can positively affect customer service. (vs. 27% of the disengaged).
- 68% of engaged believe they can positively impact costs in their job. (vs. 19% of the disengaged).

Do not create an environment that protects and promotes "paycheck people".

IFA EXPO

The 10 C's of employee engagement…

How to capture their three H's
- Head (knowledge)
- Hands (skill)
- Heart (attitude & commitment)

IFA EXPO

The ten C's…

1. Connect - MBWA (Management By Walking Around)
2. Career path – Do people know where they are going? Your best people must be upwardly mobile.
3. Clarity – Vision & Goals
4. Communicate/Convey – Have the expectations been set? Are you giving feedback in regular intervals?
5. Celebrate/Congratulate – Encourage the Heart. Give recognition both individually and as a team.

IFA EXPO

6. Contribute – Do employees see a connection between their work, exceptional customer service, & the success of the company?

7. Control – Do employees have control of their own work flow and help in decision-making?

8. Collaborate – Is there trust and cooperation in the workplace?

9. Credibility – Are there high ethical standards? DWYSYWD (Do what you say you will Do).

10. Confidence – Are employees proud to wear the company colors and wave the flag?

IFAI EXPO

An engaged workforce can be your competitive advantage…it is measurable and sustainable!

It is the responsibility of management to implement behavioral strategies that will facilitate full engagement.

IFAI EXPO

A journey of a thousand miles begins with a single step!

Thank You

PEACHTREE AWNINGS

IFAI EXPO