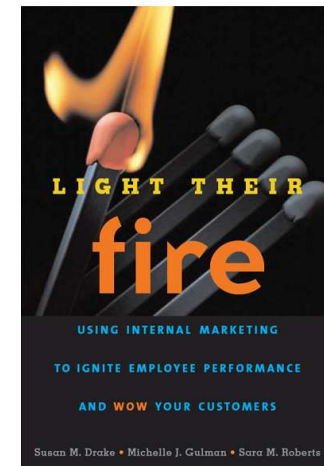


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# The Supercharged Organization: Practical Ways to Inspire, Motivate and Retain Employees



Sara M. Roberts and Susan M. Drake,  
co-authors of “Light Their Fire: Using Internal Marketing to Ignite Employee Performance and Wow  
Your Customers”

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# The Case for Engagement



## Engaged workplaces are:

- 50% more likely to have lower turnover
- 56% more likely to have higher-than-average customer loyalty
- 38% more likely to have above average productivity
- 27% more likely to report higher profitability



Source: Gallup

# Do You Recognize Me?



## Three Types of Employees

1

**Engaged employees** feel enabled and empowered, and hold themselves accountable for their actions. They work with passion and feel a profound connection to their company. They drive innovation and move the organization forward. They are loyal.

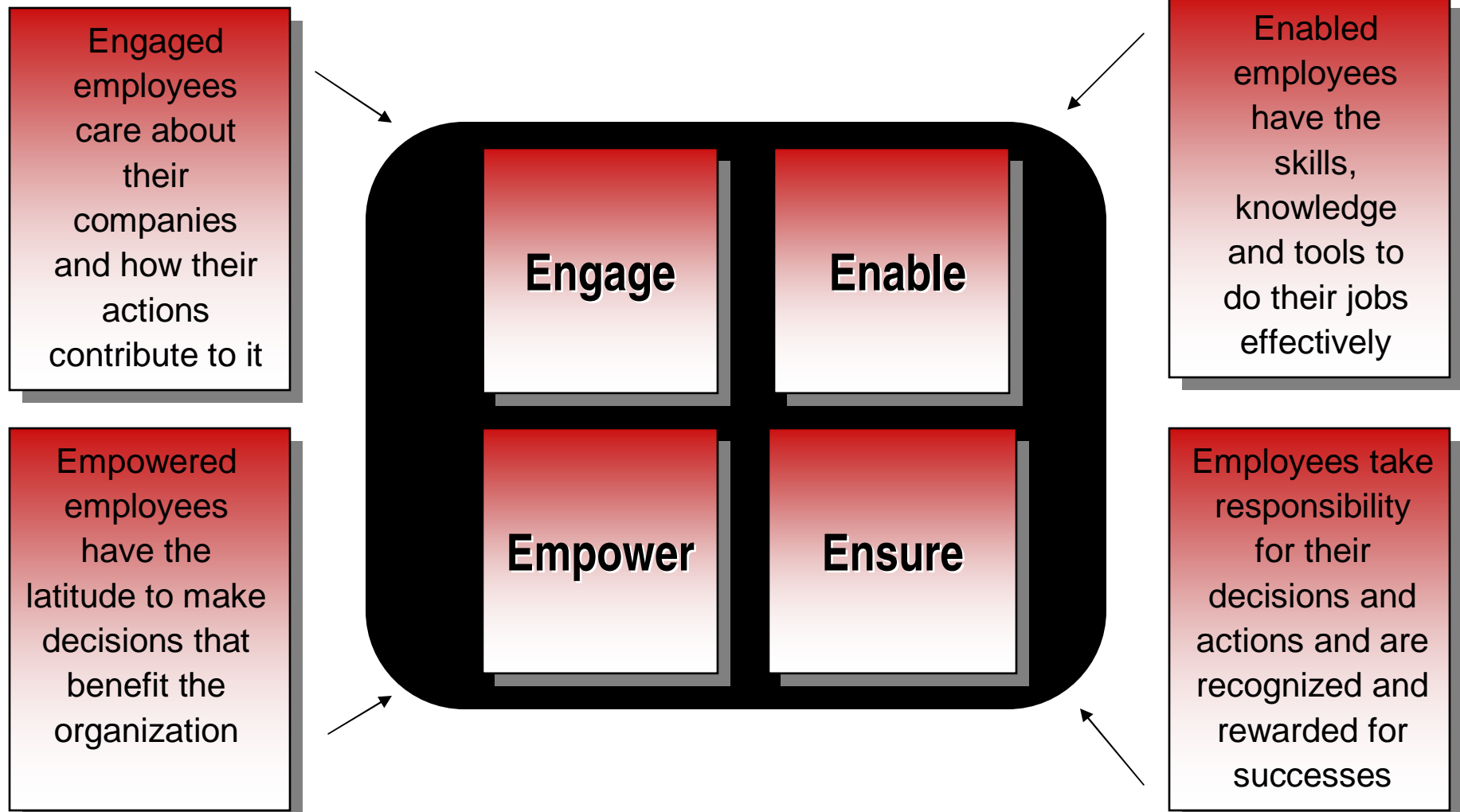
2

**Non-engaged employees** are essentially “checked out.” They’re sleepwalking through their workday, putting time – but not energy or passion – into their work.

3

**Actively disengaged employees** undermine your brand promise. They aren’t just unhappy at work; they’re busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.

# A Step Beyond Engagement - “E” Employees™



# Ways to Engage



- **IBM**
  - **Involving employees** in creating the company's **vision and values** and then paint a clear and vivid picture of how they will execute together
  
- **FedEx**
  - **Building** a sense of **brand ownership** and **pride**
    - Created a commemorative book for their 25<sup>th</sup> anniversary
    - The story was based on their employees and all the ways they had been heroes

# Ways to Enable



- Create an “E” environment with tools and training
  - **Homewood Suites by Hilton**
    - **MVPs - An elite corps of star performers in the brand**
    - Identify a new group each year
    - Bring them to invitation only training
    - Provide them stature in the brand and more opportunities for hands-on involvement
  - **Gap Inc.**
    - The “**strategy cascade**” – their orientation process
    - From big picture to smaller picture
    - Helps employees understand how they and their jobs specifically fit in to overall company and organizational objectives

# Ways to Empower



- Give employees the ability to make the right decisions at the right time for customers
  - **Hampton Hotels 100% Satisfaction Guarantee**
    - The company took a risk – counted on the notion that people would not take advantage of it
      - And got a 7 to 1 ROI
- Giving out rewards and recognition is not just a management thing
  - **Cisco Systems peer-to-peer award**

# Ways to Ensure



- Accountability and visibility at all levels
  - **Cisco Systems**
    - **Creation of aligned cross-organizational MBOs**
      - » Each year MBOs are created and aligned starting at organizational and going to the group level
    - Enables them to hold themselves and others accountable for results
- Coaching for performance
  - **Hilton Hotels Corporation mentoring program**
    - Leaders mentor a minimum 2 people per year
    - Create development plans together

# The Facts on Engagement



- **Not being paid fairly** was the *least important* of the factors that contributed to employees being dissatisfied and wanting to leave. **Only 36 percent of employees** who felt they “were not paid fairly given their performance and contribution to their organization” **contemplated leaving**.
- Employees who felt their organization “**does a good job** of keeping employees informed on matters that affect them” were **almost three times less likely** to leave than those who felt their company did not communicate well.
- **Seven times** as many employees reported being “**dissatisfied**” at work when they felt their companies did a **poor job at communicating**.
- **Employees who felt enabled** and trained to do their jobs were **far less likely** to be dissatisfied with and contemplate leaving their company, **by 39 percent and 30 percent** respectively, compared with employees who didn’t feel enabled.
- **Employees who felt they were empowered with the “information and tools required to manage their careers”** were **over 8 times** more satisfied compared with those who did not.

# About Roberts Golden Consulting



Roberts Golden Consulting provides the expertise and hands-on support you need to enable and increase employee engagement and effectiveness throughout your organization.

Through solutions in change management, internal marketing/branding and organizational effectiveness, we help our clients to deliver business results by positively influencing employee attitudes, behaviors and performance.



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Our customers include a wide range of Fortune 500 companies. We enjoy a high degree of customer loyalty. We invite you to become one of our satisfied clients.



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