

# What is Employee Engagement and Why Should You Care?



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Mediwales Member Connects  
22<sup>nd</sup> of May 2018



How much does it cost when someone leaves your business?

# Lindkvist and Pink

CareerCENTRE

**10EIGHTY**  
Delivering Success Through People

“Everything we know is wrong” - Magnus Lindkvist

Dan Pink – “What science knows business ignores”

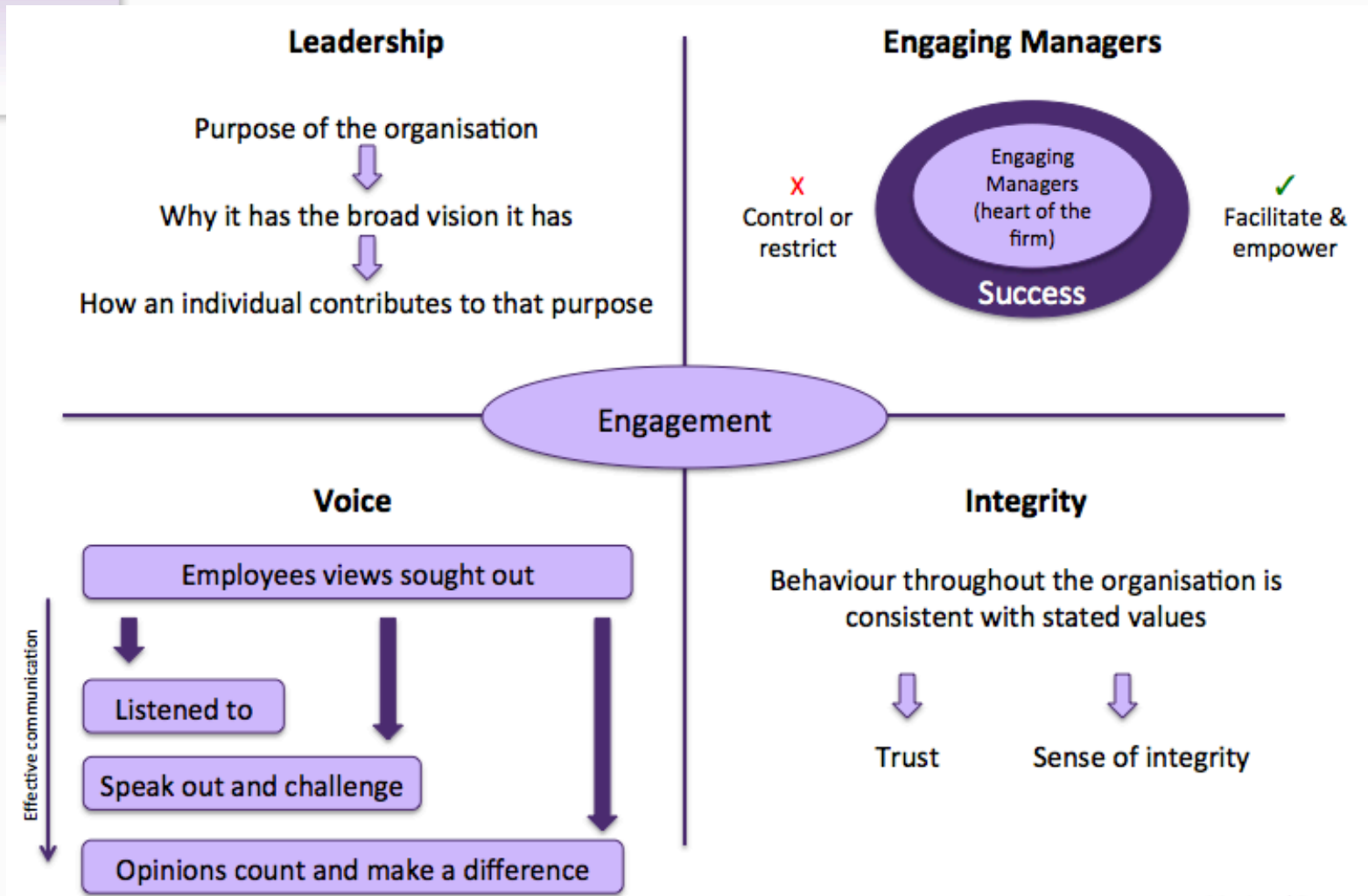
“No one gets out of bed for a KPI” - Cath Bishop, Olympic Rowing Silver Medallist





Employee engagement is a workplace approach resulting in the right conditions for all members of an organisation to give of their best each day, committed to their organisation's goals and values, motivated to contribute to organisational success, with an enhanced sense of their own well-being.

**David Macleod:** *“This is about how we create the conditions in which employees offer more of their capability and potential”.*







**Deloitte.**



**DID YOU KNOW?**

**10% OF FORTUNE 500 COMPANIES HAVE  
DONE AWAY WITH THE  
ANNUAL PERFORMANCE REVIEW**

Source: Institute for Corporate Productivity



# Delivering Value by Optimizing Strengths



Customer retention is **44%** higher  
Harter et al, 2002



5% increase in loyalty and increased profits by up to **85%**



Productivity in the workplace is increased by **38%**



Hiring costs reduced by **40%**



Average **46%** improvement in performance



Increased engagement by up to **73%**  
Rath and Conchie, 2008

LEADERSHIP DEVELOPMENT

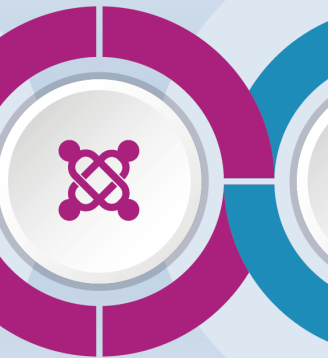
TEAM DEVELOPMENT



RECRUITMENT



STRENGTHS COACHING



CULTURE CHANGE



Employee performance is **36%** higher  
Corporate Leadership Council, 2005

**97%** of Strengthscope® users believe their team's behaviour and performance is enhanced

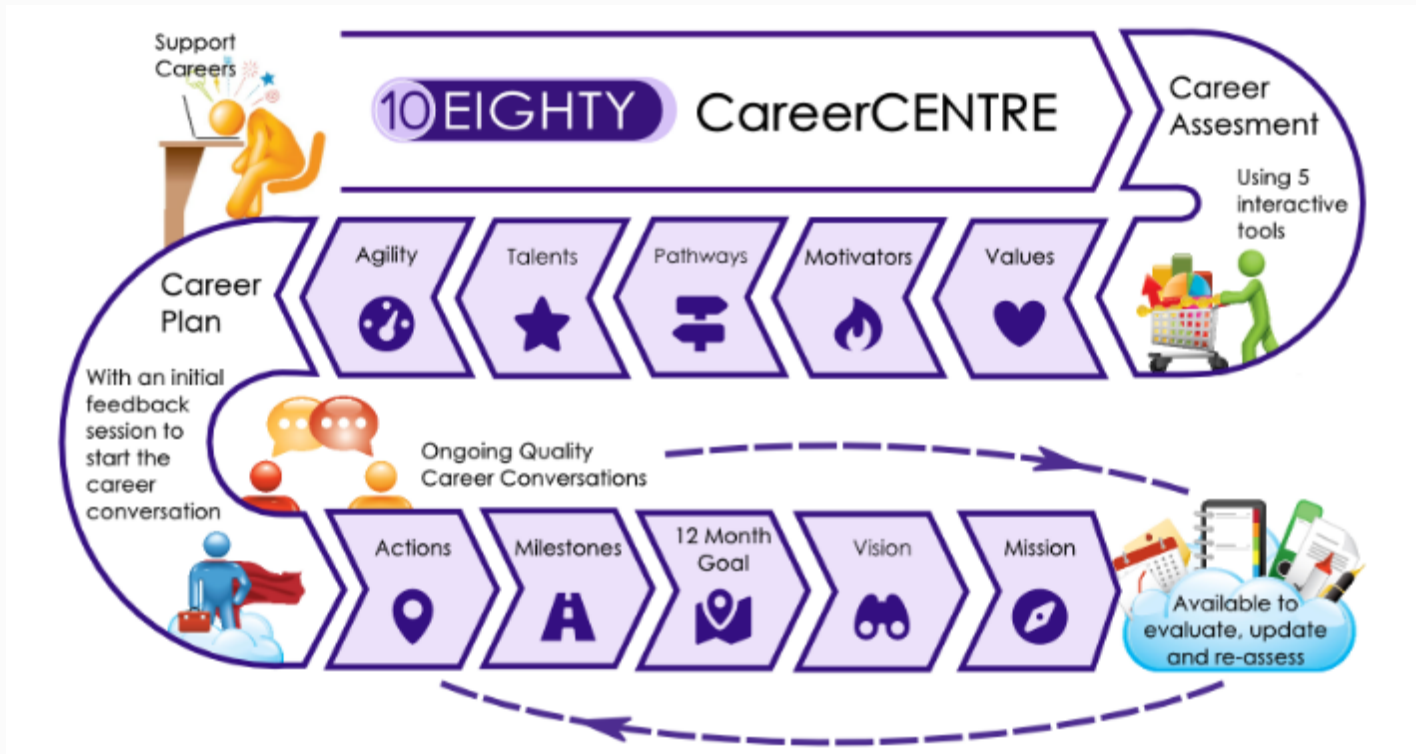


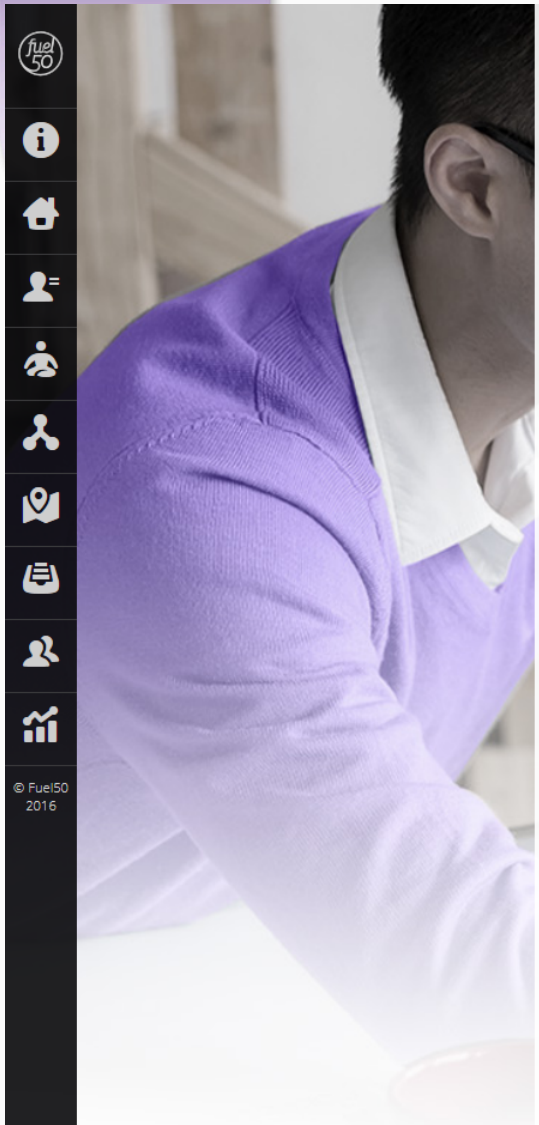
Strengthscope® has been completed in over **160** countries





# THE CareerCENTRE MODEL





## My suggested roles...

My View Organization View

FILTERS ▾

PARALLEL ROLES [VIEW ALL \(20\)](#)

- Account Representative (71%)
- Customer Service Rep (67%)
- Sales Account Executive Trainee (81%)
- Account Associate (62%)

STRETCH ROLES [VIEW ALL \(56\)](#)

- Sales Manager (46%)
- Senior Sales Account Executive (32%)
- Sales Account Executive (42%)
- Sales Program Manager (33%)



 **Account Associate** →  
 TARGET ROLE 62% MATCH 5 PEOPLE

 View & contact others in this role



### JOB DESCRIPTION

An Account Associate is a fully participating team member, responsible for providing impeccable support on a day-to-day basis to the Account team. The Account Associate fosters strong client relationships while collaborating with the team to deliver great work of the highest quality.

### GAP ANALYSIS

	YOU HAVE	YOU NEED
SKILLS	<ul style="list-style-type: none"> <li>✓ Influencing</li> <li>✓ Maintaining Records</li> </ul>	<ul style="list-style-type: none"> <li>⚠ Selling (Professional)</li> <li>⚠ Handling Grievances (Professional)</li> <li>⚠ Appraising (Professional)</li> <li>⚠ Information Collecting (Professional)</li> </ul>
COMPETENCIES	<ul style="list-style-type: none"> <li>✓ Self Confidence</li> <li>✓ Personal Credibility</li> <li>✓ Influencing Others</li> <li>✓ Customer Orientation</li> <li>✓ Results Orientation</li> <li>✓ Oral Communication</li> <li>✓ Persuasive Communication</li> </ul>	<ul style="list-style-type: none"> <li>⚠ Forward Thinking (Mastery)</li> <li>⚠ Strategic Thinking (Mastery)</li> </ul>

### RELATED ROLES [VIEW ALL \(2\)](#)

<p>FEEDER</p>  <p>86%</p> <p>Account Specialist</p>	<p>THIS ROLE</p>  <p>62%</p> <p>Account Associate</p>
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### WHAT I LOVE ABOUT MY ROLE:

*The times where the customers have a real need for us to deliver a solution, so they can meet their own business goals. It is a great feeling to be able to respond and deliver a solution.*  
 – Kevin Pierce



**Jeremy Britain** Leaving Risk

Coach Jeremy

Contact Jeremy

**TOP ENGAGERS** [See all data](#)

- Learning
- Knowledge
- Leading Edge
- Innovation
- Artistic
- Community
- Involvement
- Teamwork
- People Contact
- Reputation

I am an experienced account specialist with over 15 years experience on the job. What I love about this role and my industry is the ability to mentor and grow talented staff, create amazing customer experiences and deliver real business value.



**ACTIONS**

**INCOMPLETE TOOLS**

FuelPathway

[REMIND JEREMY](#)

**COACHING SESSIONS** [COACH NOW](#)

10 Jul 2017  
25 May 2017

...

**REPORT LINKS**

[Read Jeremy's Report](#)



**Stephanie Mills** Leaving Risk

Coach Stephanie

Contact Stephanie

**TOP ENGAGERS** [See all data](#)

- Learning
- Innovation
- Creative
- Teamwork
- Meaning
- Influence
- Leadership
- Reputation
- Accountability

I love my role and have worked in the sales team for the last few years. My background has been quite diverse - I started in the operations area, but found that I was passionate about the customer experience and sales. This lead me to join this team and I have really enjoyed the direct customer contact. The understanding I have of Operations has proven to be



**ACTIONS**

**INCOMPLETE TOOLS**

FuelPathway

[REMIND STEPHANIE](#)

**COACHING SESSIONS** [COACH NOW](#)

**AWAITING**

**REPORT LINKS**

[Read Stephanie's Report](#)



**Sally Sample** Median Risk

Coach Sally

Contact Sally

**ACTIONS**

**COACHING SESSIONS** [COACH NOW](#)

12 Jul 2017

# KEY MESSAGES

- Cost of People Leaving
- What Else Could Your People be Doing?
- Power of constant career conversations:-
  - create engagement
  - maximise performance
  - increase retention
- Power of feedback to inspire and engage
- Focus on Strengths
- Retaining Your Best Talent

CareerCENTRE

**10EIGHTY**  
Delivering Success Through People

# Diolch Yn Fawr

## Questions?