

Transforming your Strategic Direction into Daily Life through Employee Engagement

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Creating a Culture of Engagement

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Strategic Direction Elements

- ❖ Mission – Purpose of the organization; reason for being
- ❖ Vision – A view of what you want the organization to be X? years in the future
- ❖ Core Values – Commitments (guiding principles) that define how organizations and its people will act
- ❖ Strategies – Major focus areas/approaches to accomplish the mission/vision



“Culture Eats Strategy for Breakfast”

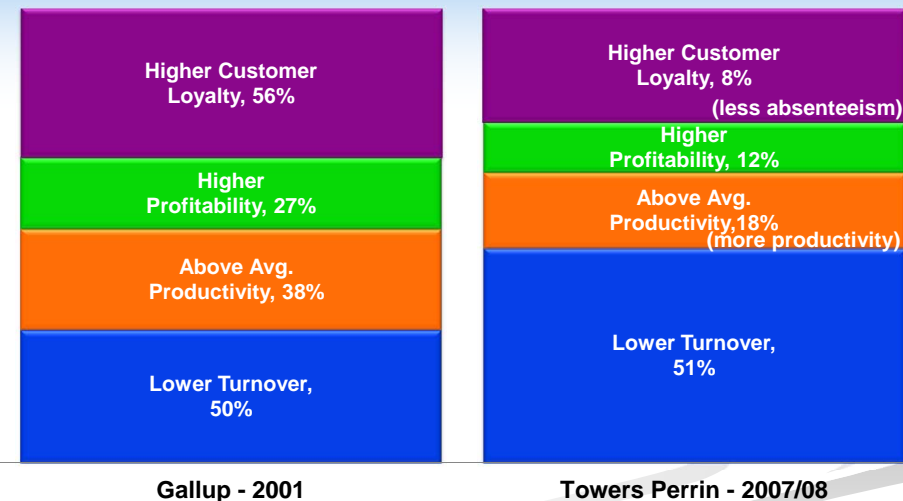
Exercise: Using three *adjectives* – define:

- Your current culture
- Your desired culture
- The Gap(s)

Share (for 2 minutes) your results with the person next to you



Outcomes of Engaged Workforce



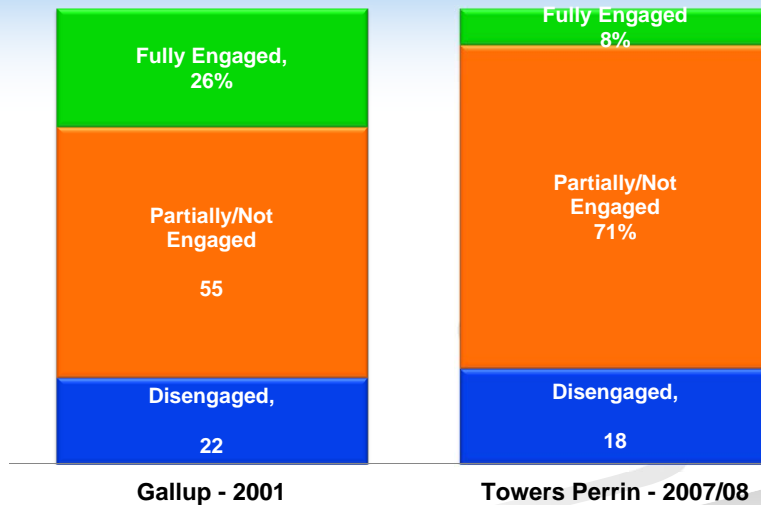
Source: Towers Perrin 2007-2008 Global Workforce Study
(90,000 employees of midsize to large organizations)

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Engagement Comparison Over Time



Source: Towers Perrin 2007-2008 Global Workforce Study (90,000 employees of midsize to large organizations)

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Six Year Study of “High Potentials”



❖ **1 in 3** “high potentials” admits to not putting all his/her effort into the job



❖ **1 in 4** believes he/she will be working for another employer in a year



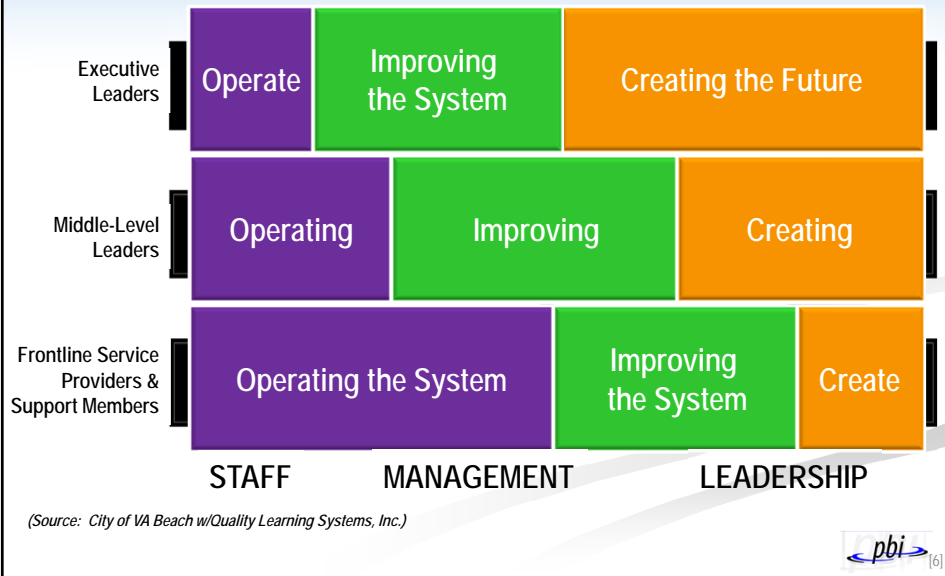
❖ **1 in 5** believes his/her personal aspirations are quite different from what the organization has planned for him/her

“Don’t assume that the High Potentials are engaged.”

Source: 2009 Corporate Leadership Council survey, (20,000 emerging “stars,” over 100 organizations)



Where We Invest Our Time



Performance Equation



Organizations with "Organizational Excellence" invest in this systemic approach to improving performance.

Top 5 Behaviors That Influence Employee Engagement

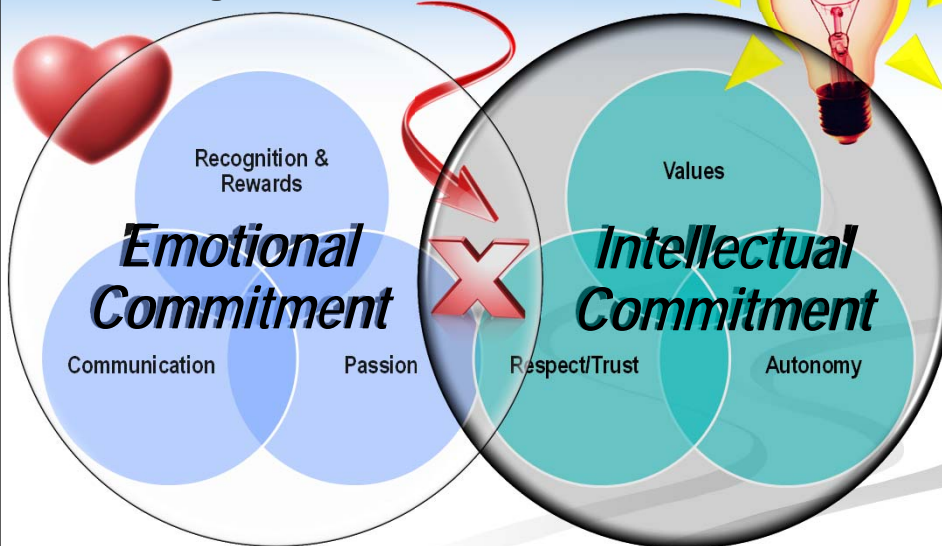
- ❖ Is sincerely interested in employee's well being
- ❖ Communicates openly & honestly
- ❖ Tries to be visible & accessible
- ❖ Communicates reasons for business decisions
- ❖ Leader's actions are consistent with employee's values

Source: Towers Perrin 2007-2008 Global Workforce Study
(90,000 employees of midsize to large organizations)



#1 Behavior
#2 Behavior
#3 Behavior
#4 Behavior
#5 Behavior

Building a Culture of Commitment



(Source: Adapted from *Lighting the Way to Employee Commitment* by Lee J. Colan, Ph.D.,
http://www.thelgroup.com/p_TheLetter/10.asp)

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Remember:

Their Best Interests at Heart
+ *Their Unique Motivators*
= *Full Engagement*

We wish you continued success!

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