

HOW TO WOW YOUR EMPLOYEES

Creating a workplace culture where employees want to *stay & thrive*.

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TEDxBYU





"OUR MISSION IS TO WOW PEOPLE EVERY DAY."

WE ARE **GUEST DRIVEN** - WE WILL WOW OUR GUESTS EVERY DAY.

WE ARE **TEAM-FOCUSED** - WE WILL WOW OUR TEAM MEMBERS.

WE ARE **COMMUNITY-CONNECTED** - WE WILL WOW THE COMMUNITIES WHERE WE DO BUSINESS.

WE ARE **DEDICATED TO EXCELLENCE** - WE WILL WOW OUR FRANCHISEES AND STAKEHOLDERS.



America's Workers Are Leaving Jobs in Record Numbers

WSJ October 15, 2021

WHY ARE EMPLOYEES QUITTING?

1. The pandemic gave people time to rethink everything
2. Fundamentally, **this era is different**

Virtually the entire workforce is reassessing their view of work
Job openings are plentiful
Wages are rising

3. For many, there is a **fear of returning to work**
42% according to *The Conference Board*



Employees have left the workforce for a number of reasons, including lack of personal and professional support.

Top reasons why people left a job without another in hand,¹ % of respondents



McKinsey & Co. conducted a survey among people who left their job between December 2020 & December 2021 without another job offer in hand.

Here's why they chose to leave:

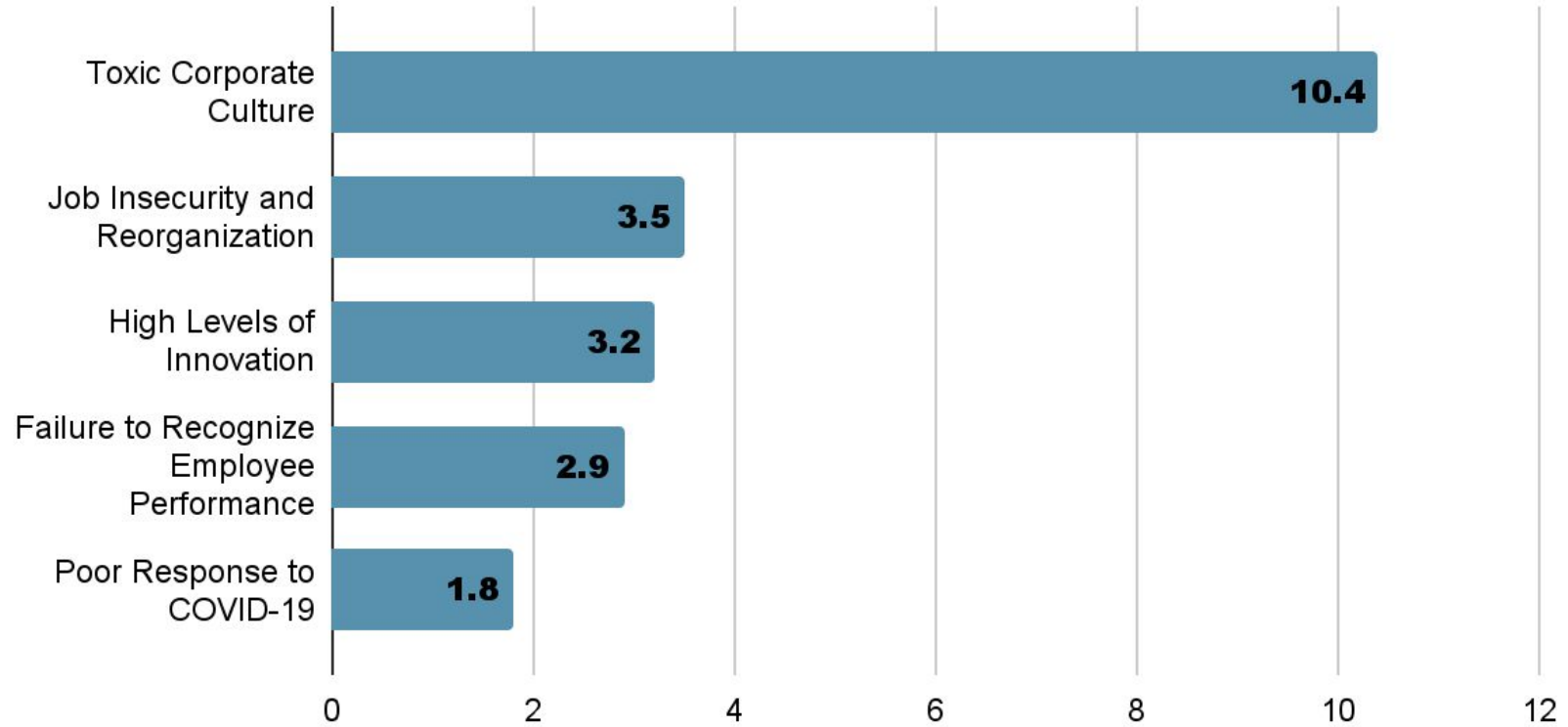
¹Based on top three ranked choices from respondents to McKinsey's Great Attrition, Great Attraction survey who left a job between Dec 2020 and Dec 2021 without another job offer in hand (n = 587).

According to a recent MIT Study,
Toxic culture was the single best predictor of attrition
during the first six months of the Great Resignation –
10x more powerful than how employees viewed
their compensation in predicting employee turnover.

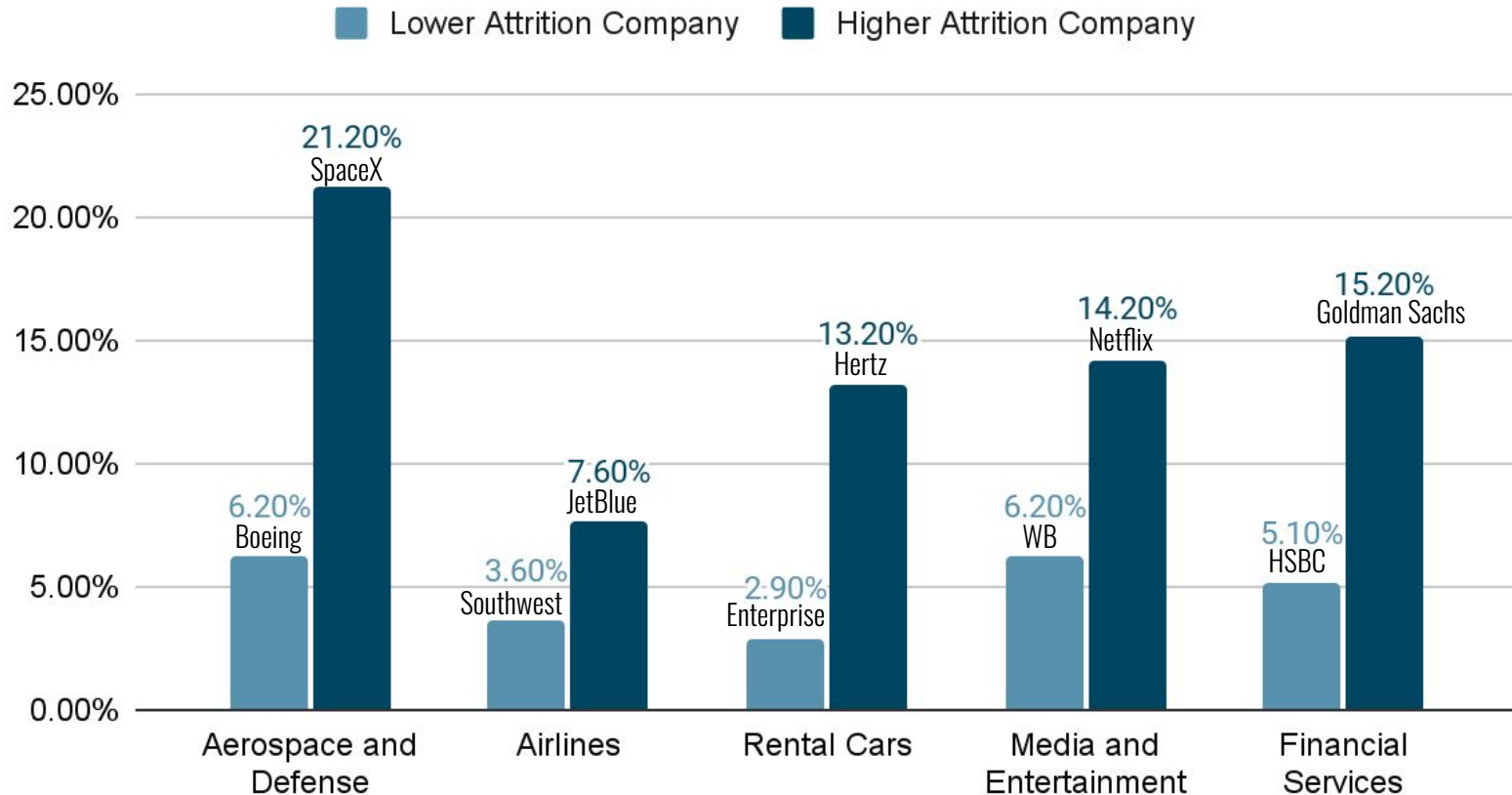


LEADING PREDICTORS OF ATTRITION

APRIL - SEPTEMBER 2021



HOW COMPANY ATTRITION RATES COMPARE WITHIN INDUSTRIES



ACCORDING TO AMERICAN WORKERS:

84%

say poorly trained
managers create
unnecessary
work & stress

57%

say managers in their
workplace could
benefit from training
on how to manage
people better

50%

feel their own
performance would
improve if their
supervisor received
additional training in
people management

OLD LEADER vs. NEW LEADER MINDSET

OLD LEADER

They are lucky to work here
Just do the work assigned
What we do
Your reward is your paycheck
We have a job to do
This is a great job
You are here to work
Job security
Hierarchy
9 to 5
In the office
We are just here to work

I am lucky they still work here
Let's talk about the assignment
Why we do it
Your reward is beyond your paycheck
We have a mission to fulfill
This can be a great career
Why are you here?
Quality of life
Inclusion and collaboration
Flexible schedule
In a productive environment
We can also have fun

NEW LEADER

FIVE FOCUS AREAS FOR LEADERS

Employees Have a New Mindset

Work needs to be more than a paycheck

What am I doing with my life?

Low-wage workers “revolting against years of poor pay and stressful conditions”

Check out the hashtag #QuitMyJob

Employees Want Flexibility

Work schedule

Remote work

Employees Value Time Differently

Family time

Personal growth/health

Commuting

Employees Crave Effective Leaders

Ineffective leaders

Old mindset about the nature of work

Failure to adapt and grow

Employees Need Different Rewards

Recognition, appreciation, and validation

Better pay

Location

ADAPTING TO ONGOING TALENT SCARCITY

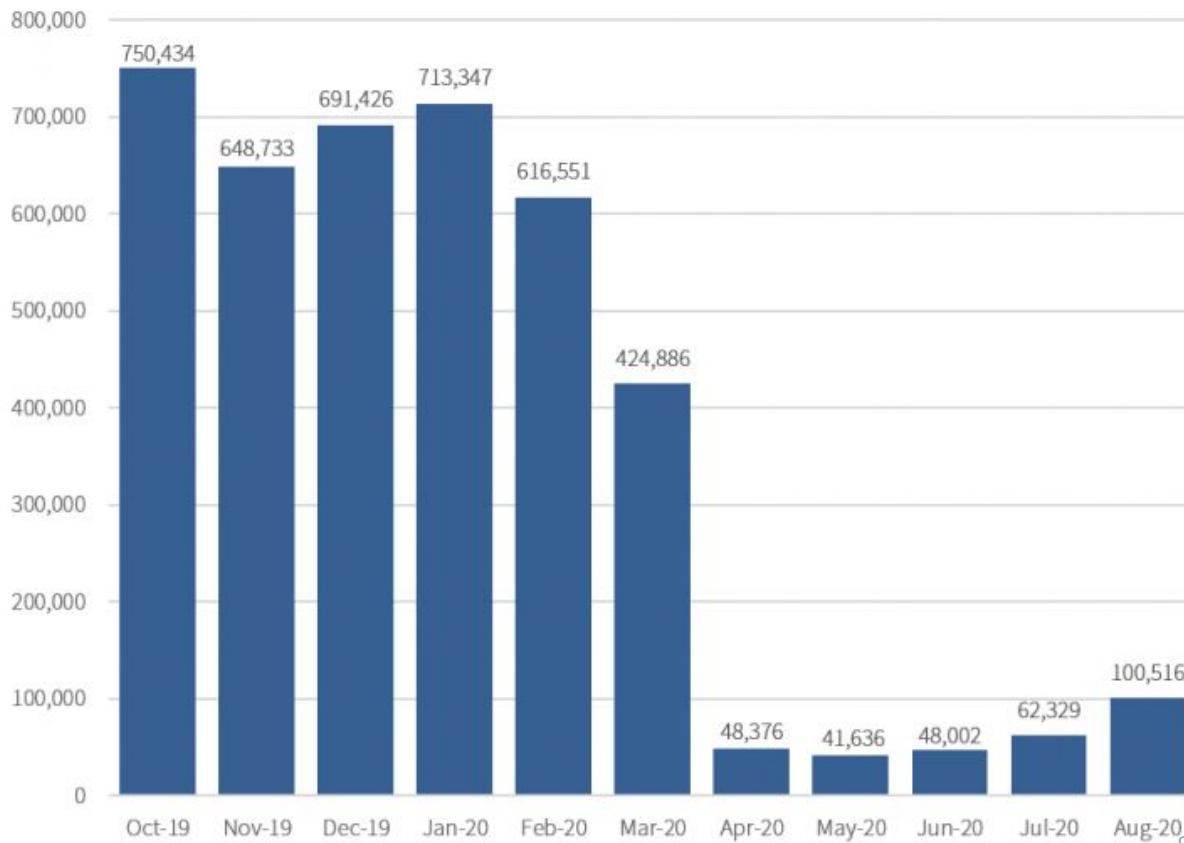
In 2021, the population of the United States grew by just 0.1%,
the lowest rate since the nation's founding.

The slow rate of growth can be attributed to:

- Decreased net international migration
- Decreased fertility
- Increased mortality due in part to the pandemic

TOTAL IMMIGRANT and NON-IMMIGRANT VISAS ISSUED

OCT 2019 - AUG 2020



Source: US Dept of State, Visa Statistics

PLUMMETING FERTILITY RATE

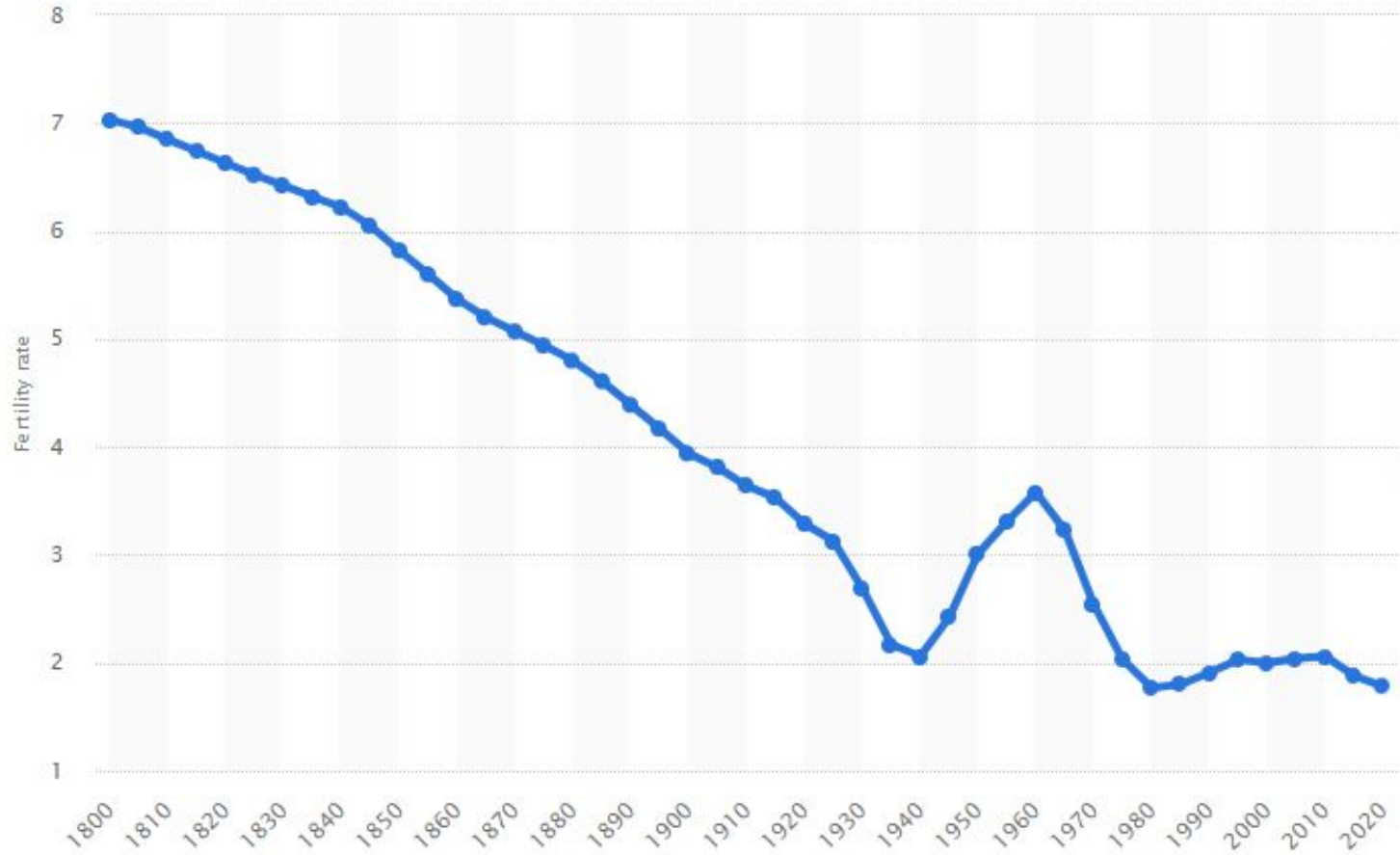


Labor is in a long-term decline and now below “replacement rate”

The birth rate declined in 2020 (4%) for the sixth straight year

Delayed pregnancies: Average first time moms were **23 in 2010** and **27 in 2021**

TOTAL U.S. FERTILITY RATE: 1800-2020



RISING DEATH RATE

16% increase in the death rate in 2020 year over year

More deaths than births in:

2019 - 5 states

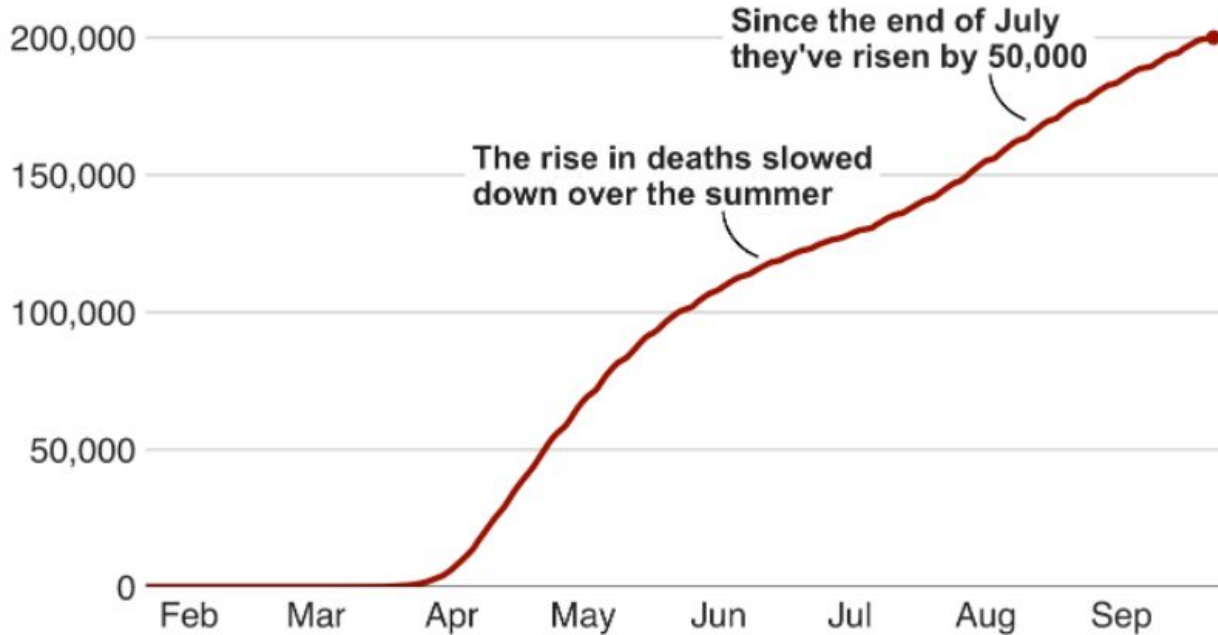
2021 - 25 states

2020 broke a 90 year trend by exceeding the death rate from the previous decade

MORTALITY OVER TIME

FEBRUARY - SEPTEMBER 2020

Cumulative number of reported coronavirus deaths



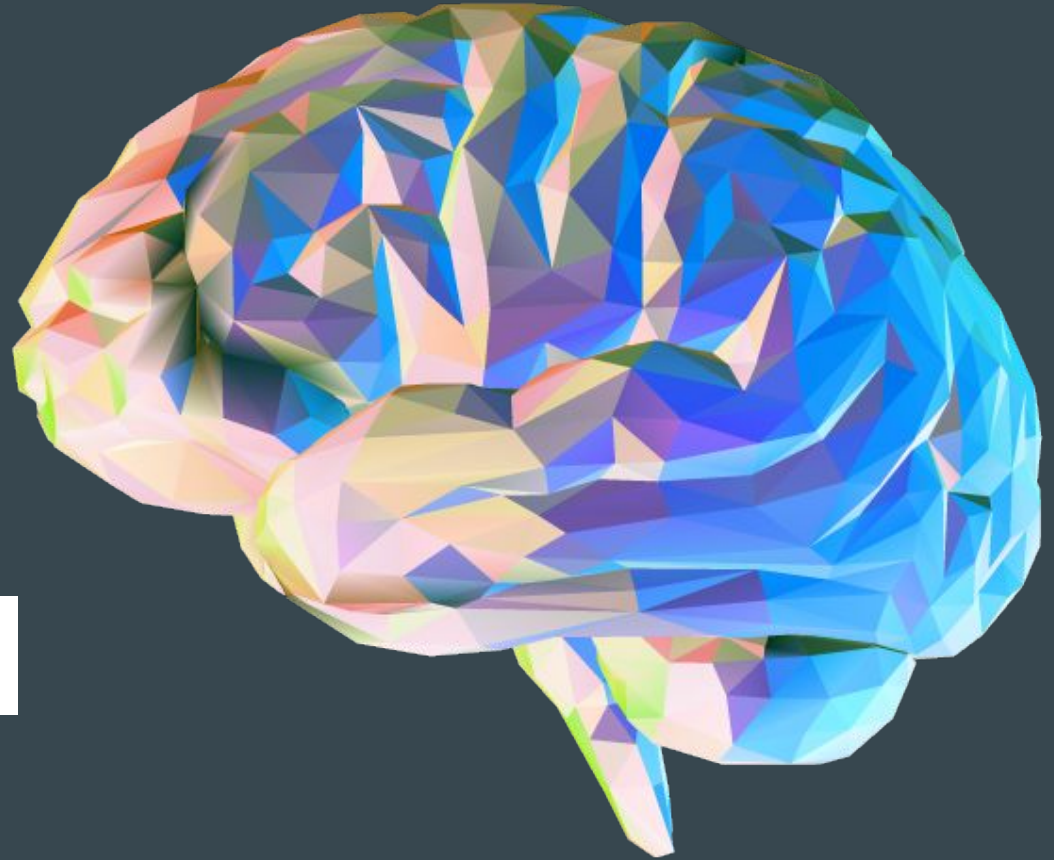
Source: Johns Hopkins University. Data to 22 Sep

BBC

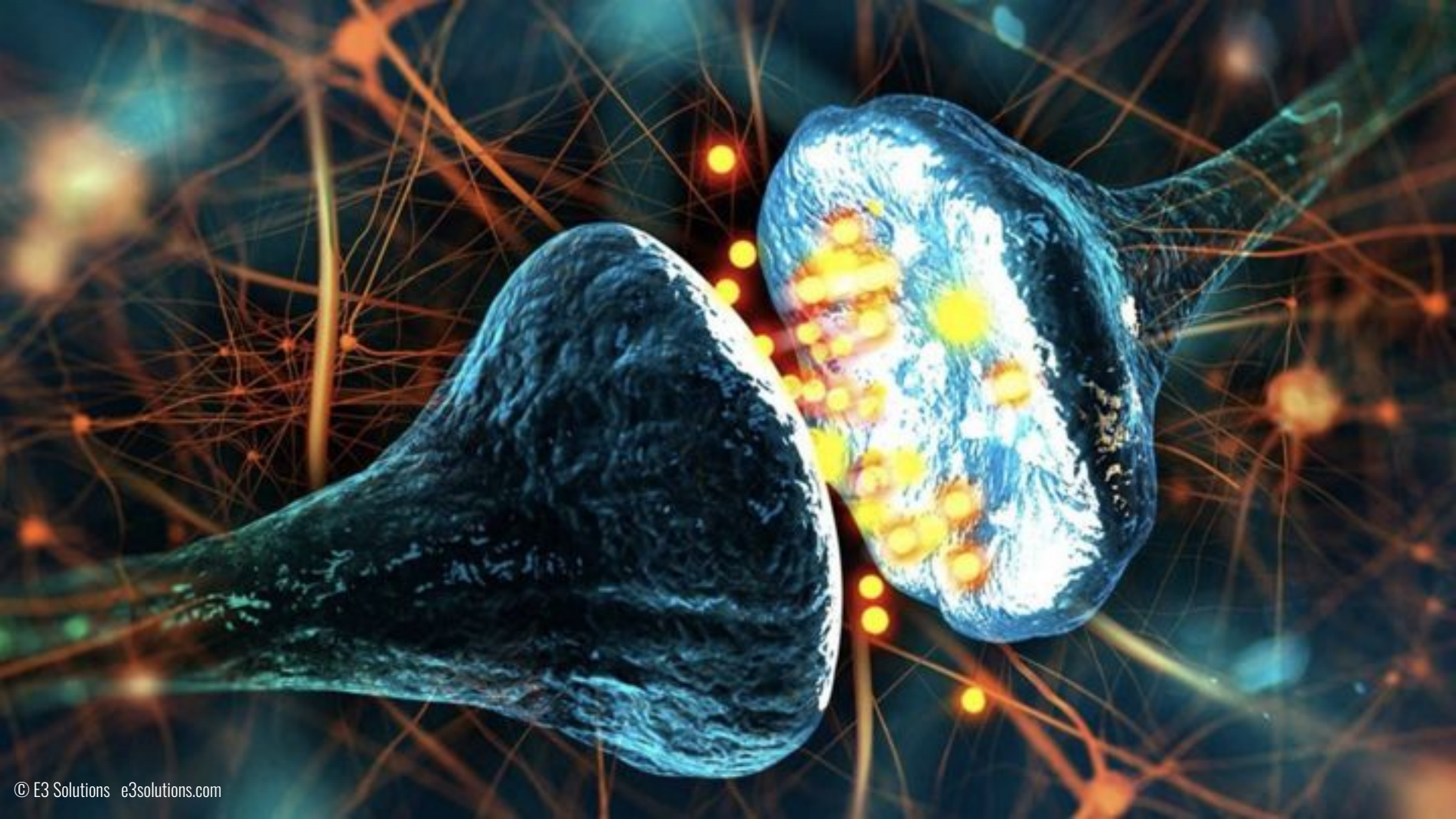
Your **retention** strategy is more
important than your **hiring** strategy.



UNDERSTANDING THE BRAIN









[EMOTION]









HUMANS ARE FUNDAMENTALLY A SOCIAL SPECIES
WHOSE **SOCIAL ENVIRONMENT** SHAPED OUR GENES, BRAINS, AND BODIES,

AND OUR BIOLOGY HAS **FUNDAMENTALLY SHAPED**
THE SOCIAL ENVIRONMENT WE HAVE CREATED.

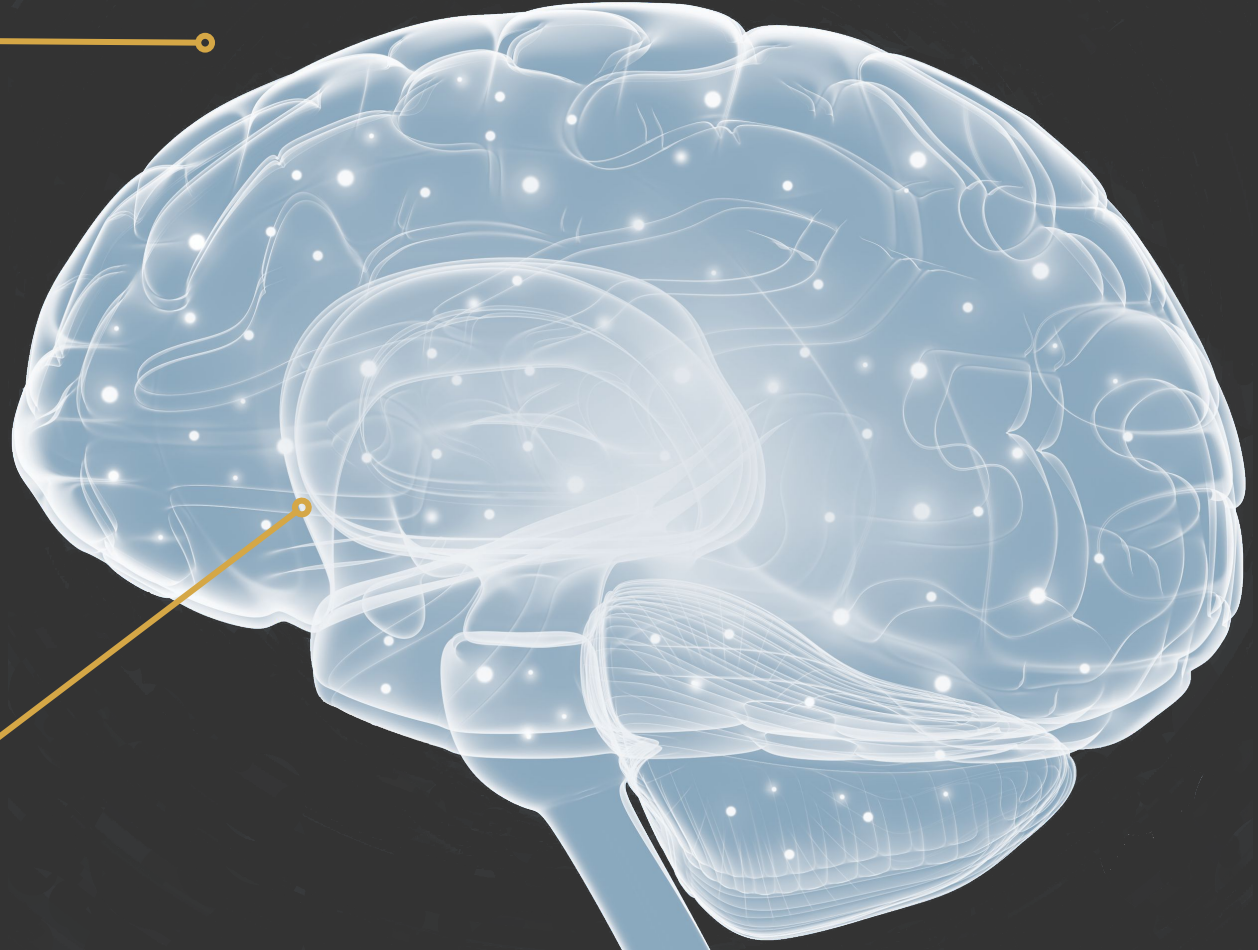
WE ARE, **AT OUR CORE,**
HERD ANIMALS.

**The dominant ecology for human beings
is **other** human beings.**

Dr. James Coan

**PREFRONTAL
CORTEX**

LIMBIC SYSTEM







“What’s next?”

“How am I doing?”

| | |
|-------------|--------------------------|
| Consistent | Validation & Recognition |
| Predictable | Feedback & Support |
| Clear | How do I succeed? |
| Inclusive | Am I valued? |

EMOTION

Our internal GPS, guiding **actions**, **behaviors**, and **thoughts** toward a destination the brain has been seeking everyday since birth.

This guidance is prolific, subconscious, and driven by the hardwired need for **connection**, **validation**, and **predictability**.

Emotion has **control precedence** in your brain.

UNDERSTANDING THE ROLE OF EMOTION

WHAT DOES IT **FEEL LIKE** TO WORK HERE?

Your Culture Defined

DEVELOP HEALTHY RELATIONSHIPS

We are a **relational** species

Relationships are the emotional velcro that keeps us **accountable, productive, loyal**

Learn something **personal** about each employee to revisit over time

Make certain managers have the right **relational skills**



RELATIONSHIPS INCREASE

A woman with long dark hair and glasses, wearing a grey blazer, is sitting at a desk in an office. She is smiling and looking towards the right, with her hands clasped together. A laptop is open in front of her, and there are some papers and a pen on the desk. The background shows a modern office environment with large windows.

LOAD SHARING

TRUST & RESPECT

ACCOUNTABILITY & COLLABORATION

RESILIENCY

CONSISTENCY & PREDICTABILITY

LEADERSHIP 3.0

A woman with brown hair and bangs, wearing a blue and white striped t-shirt, is sitting at a desk and stretching her arms upwards. She has a joyful expression with a smile and closed eyes. The background is a blurred office space with a wooden stool and a white cabinet.

Positive emotions
expand cognition and behavioral
tendencies, and **encourage** novel,
varied, and exploratory thoughts
and actions.



Be predictable & consistent

Provide clarity

Support collaboration

Offer meaning & purpose

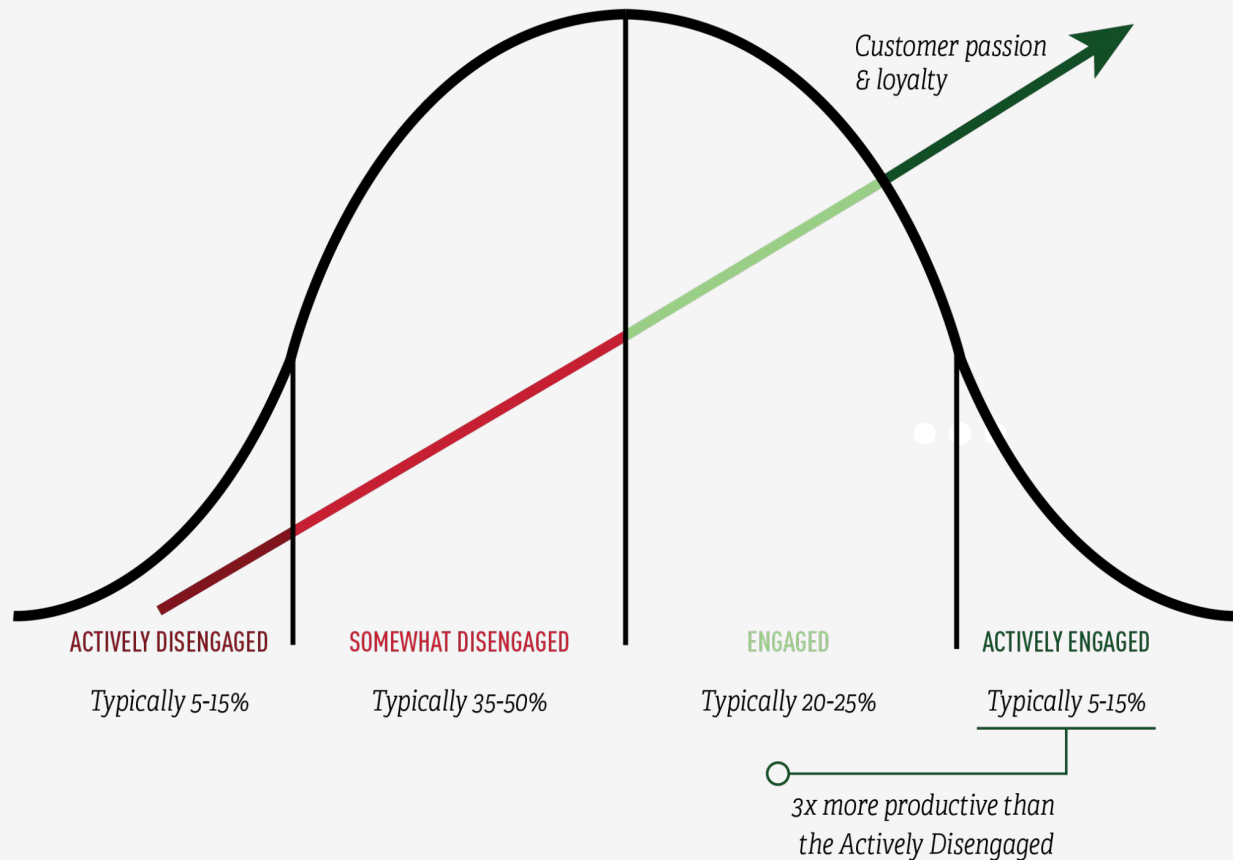
Build trust & connections

CREATE A FELT SENSE OF SAFETY

An employee's willingness
to **freely give** discretionary effort to
their employer.

Employee Engagement Defined

THE ENGAGEMENT BELL CURVE



ACTIVELY ENGAGED

I give you a **day and a half** of effort for a day's pay.

1.5 : 1

ENGAGED

I give you a **decent days effort** for a decent day's pay.

1 : 1

SOMEWHAT DISENGAGED

I give you **~5 to 6 hours** of effort in an 8 hour day.

.66 : 1

ACTIVELY DISENGAGED

I give you a **half a day's effort** for a day's pay.

.5 : 1

THE REALITIES OF THE GREAT RESIGNATION

Percentage of employees who are either looking for a different job or watching for new opportunities

74%

of actively disengaged
employees

vs.

30%

of engaged employees

Studies show it takes
more than a 20% pay raise
to lure most employees away from
a manager who engages them...

and **next to nothing** to poach
most disengaged workers.



THE NEED TO MEASURE ENGAGEMENT NOT SATISFACTION

- ✓ Get employee engagement data to **set a baseline** for your cultural attributes
- ✓ **Measure over time** to assess strengths and opportunities
- ✓ Deploy micro surveys throughout the year to **identify targeted trends**
- ✓ Use open-ended questions strategically to get **personal context** and granular insights

Objective: Use data and science to assess engagement levels and guide interventions and training

CultureID

Identify the culture you *have*.
Create the culture you *want*.

The Survey Platform

Fast, accessible & flexible

Set up a survey with just a few clicks

Explore insights from any department, team, location, or group

Anonymous, mobile friendly, multilingual surveys

The Path Forward

24/7 online access to interactive results & Manager Resource Center

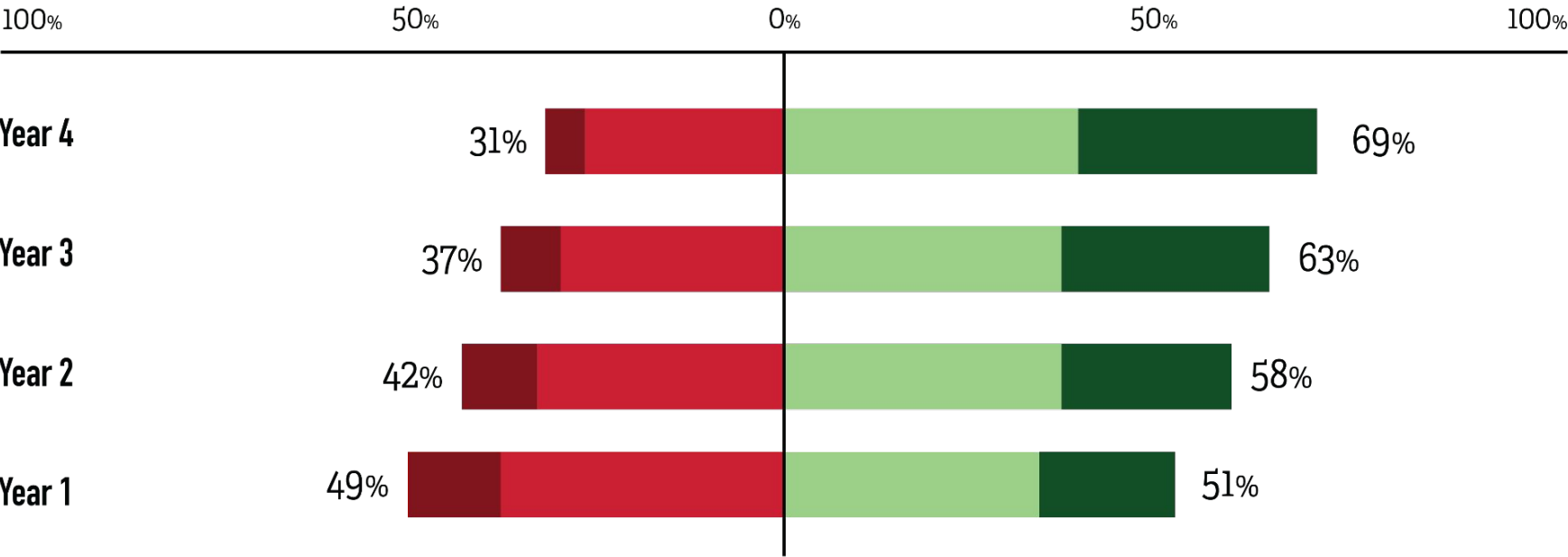
Tailored training for leaders based on results

One-on-one executive coaching

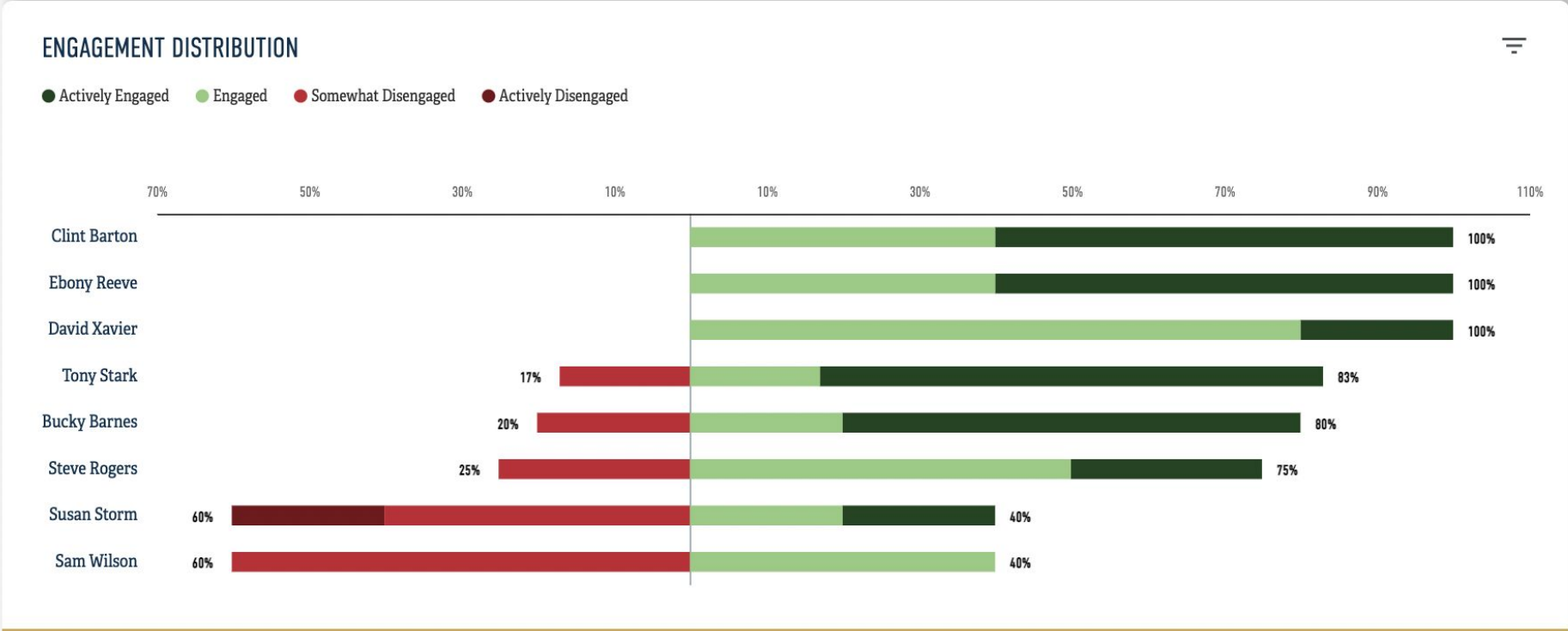


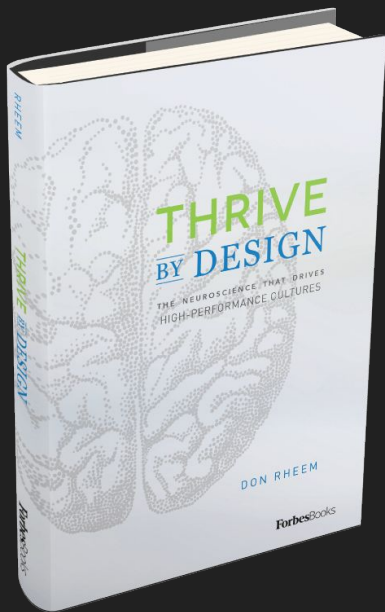
ANNUAL ENGAGEMENT GROWTH

● Actively Disengaged ● Somewhat Disengaged ● Engaged ● Actively Engaged



ENGAGEMENT DISTRIBUTION - By Manager





QUESTIONS?

cultureid.com/resources



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