



A JOURNEY TO
ENGAGEMENT





Remember when?



Remember when?



What Happened?



**Its not that way for
everyone**

I love to do research....

- Conference Board of Canada
- Federal Government
- Blessings White
- Towers Watson
- Melcrum
- Gallup
- Regan Research





Why a Journey to Engagement?



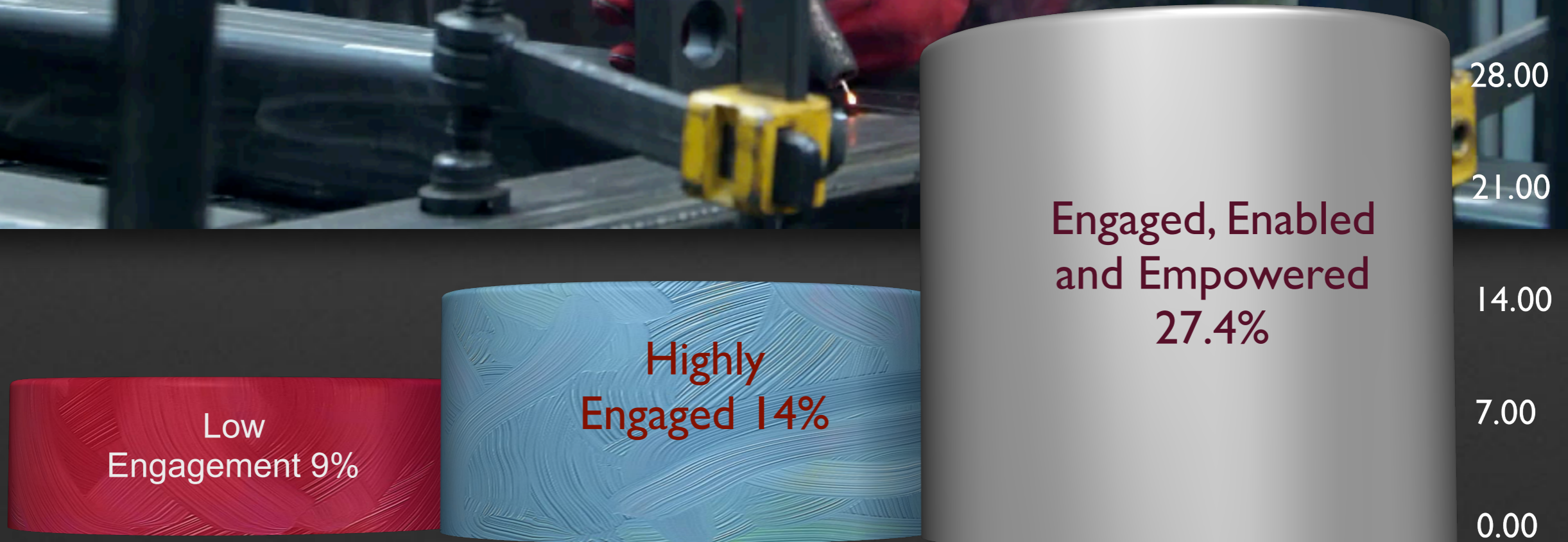


Surviving the economic storm

WHY ENGAGE



Operating Margin, Towers Watson



- 27% higher profits
- 50% higher sales

- 50% higher customer loyalty levels
- 38% above-average productivity

Source: Gallup

What is Engagement Anyway?



Telling Style of Leadership

An environment of conformity



Selling Style of Leadership



- Selling to the many what has been decided by the few
- Compliant
 - Low Engagement

Engaged=Discretionary Effort

- Inclusion and co-creation
- looking for ideas and support throughout the organization.
- leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer



BUSINESSES

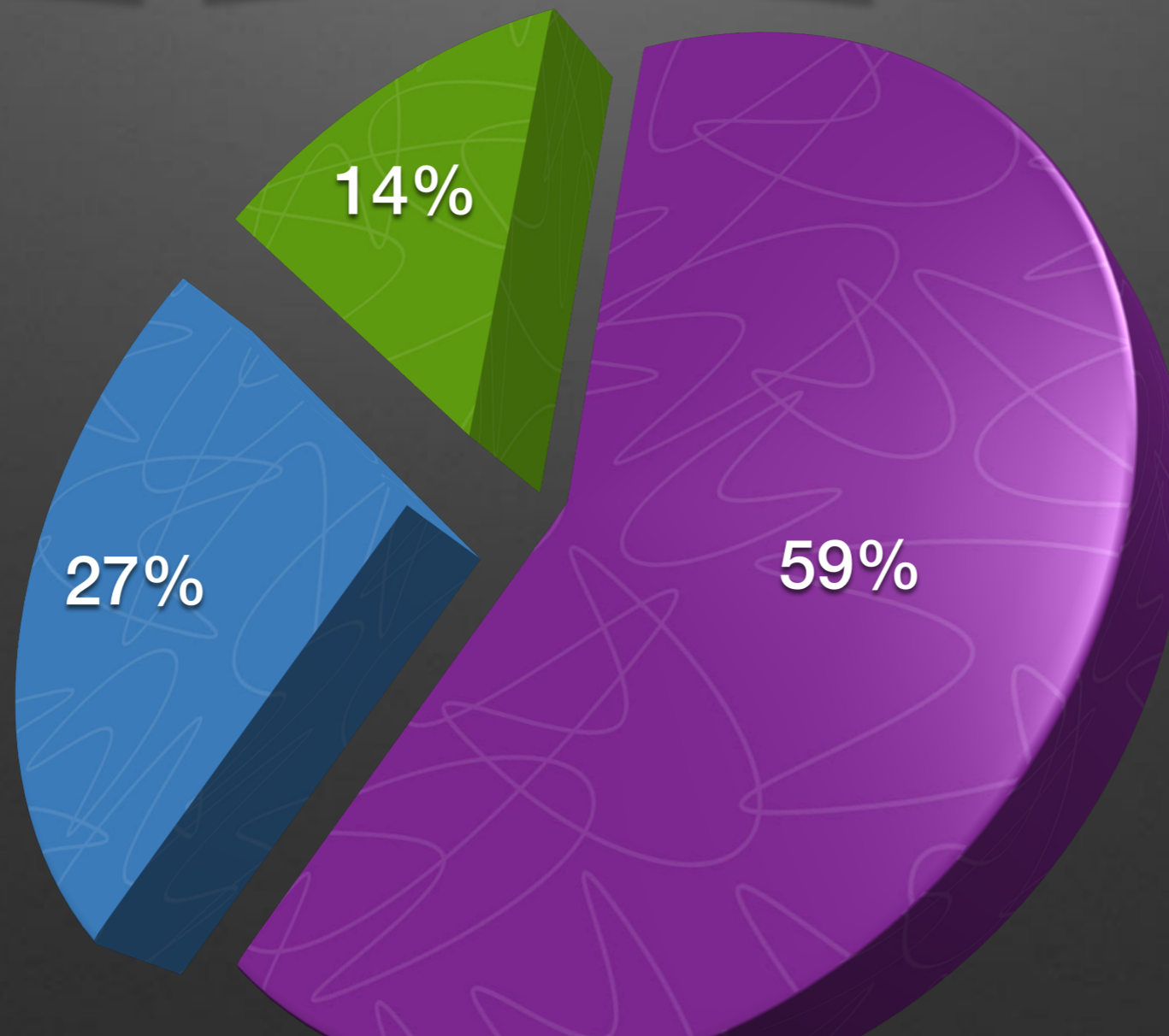


About the numbers

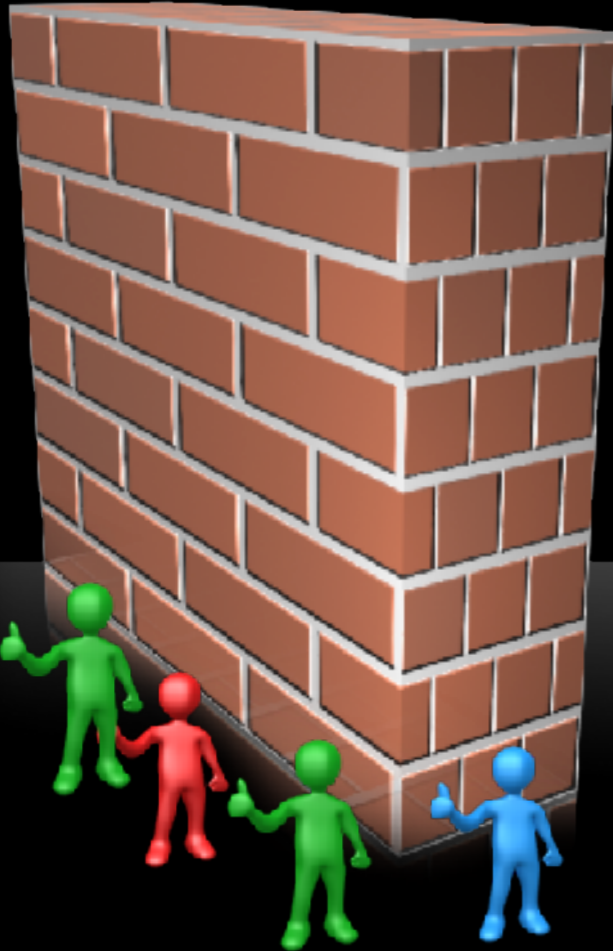
● Not Engaged

● Engaged

● Actively Disengaged



The Benefit and Cost of Leading and Engaged Team



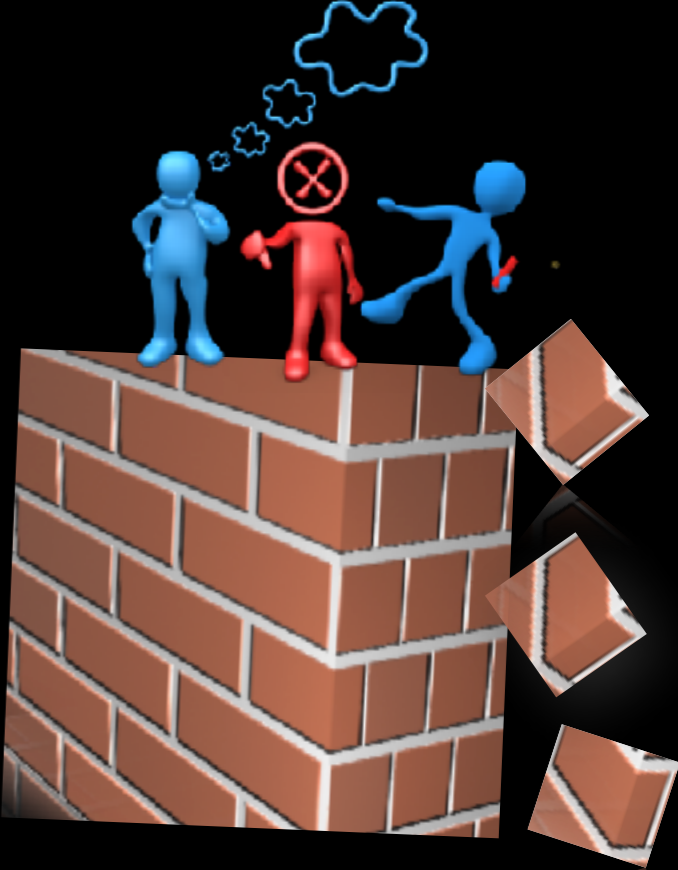
\$.90

Engaged 27%
60% of productivity



\$.70

Disengaged 59%
60% of productivity



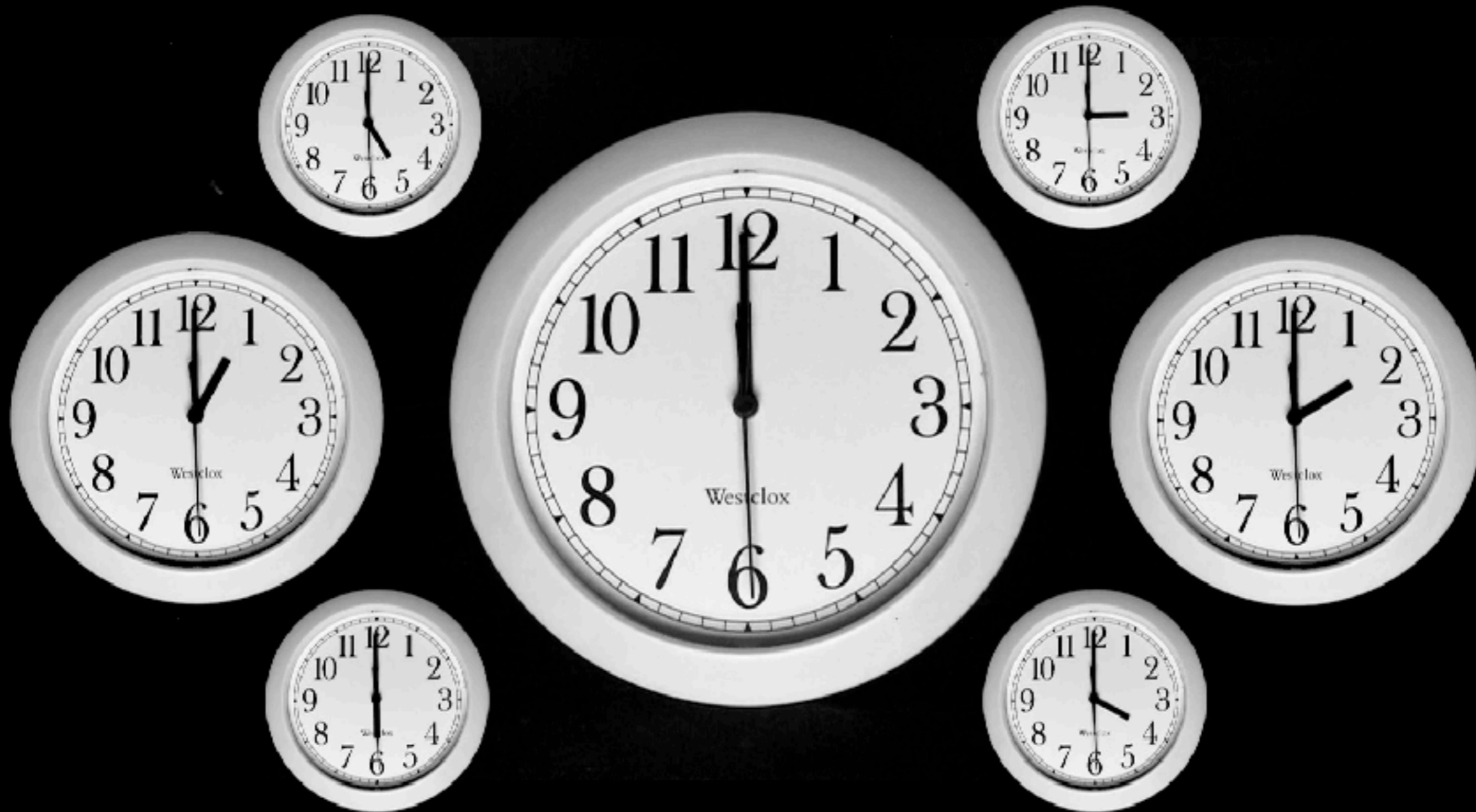
\$.50

Actively disengaged 14%
-20% of productivity



Why isn't it working?

It always worked in the past.....



Trends that will impact you

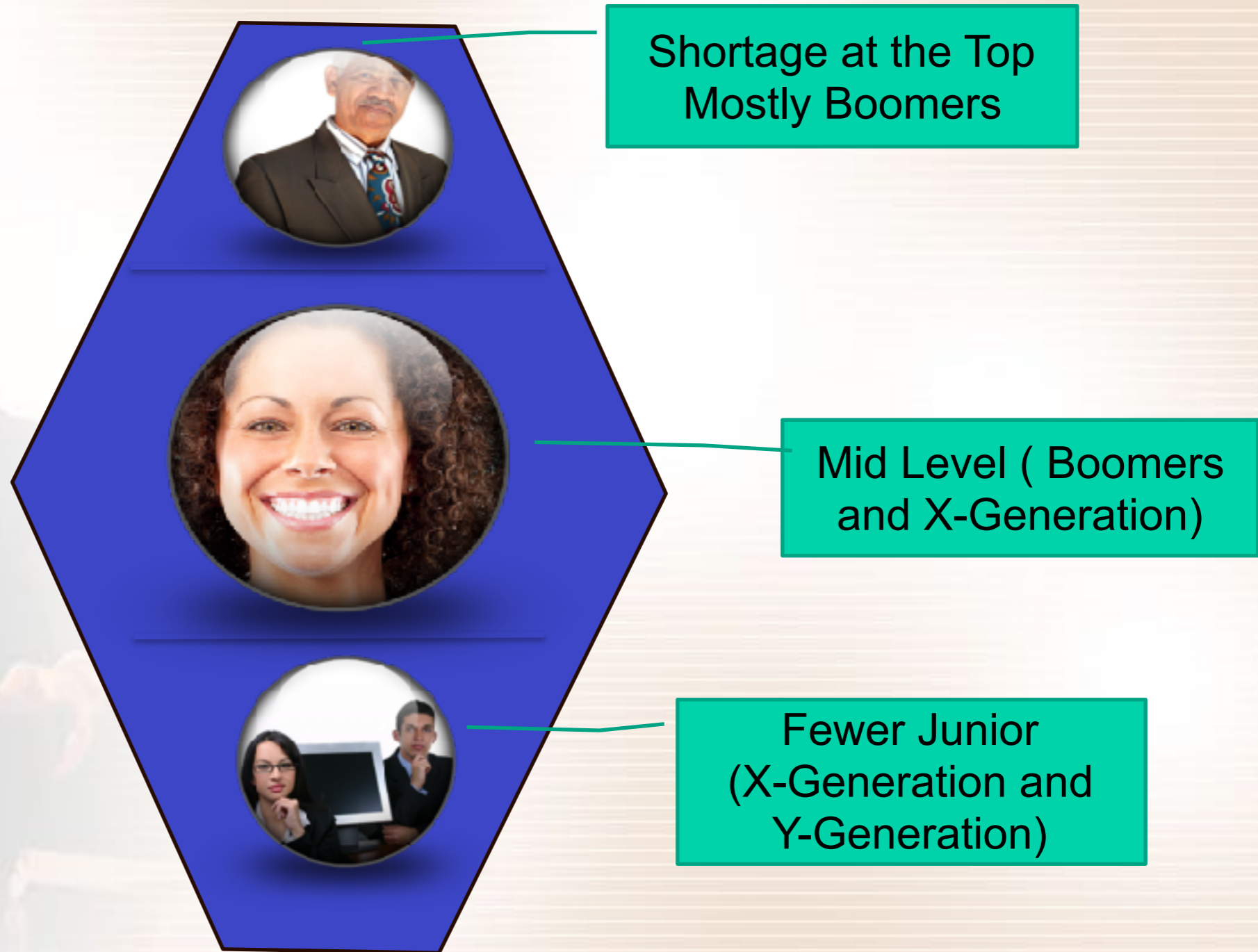


The aging population

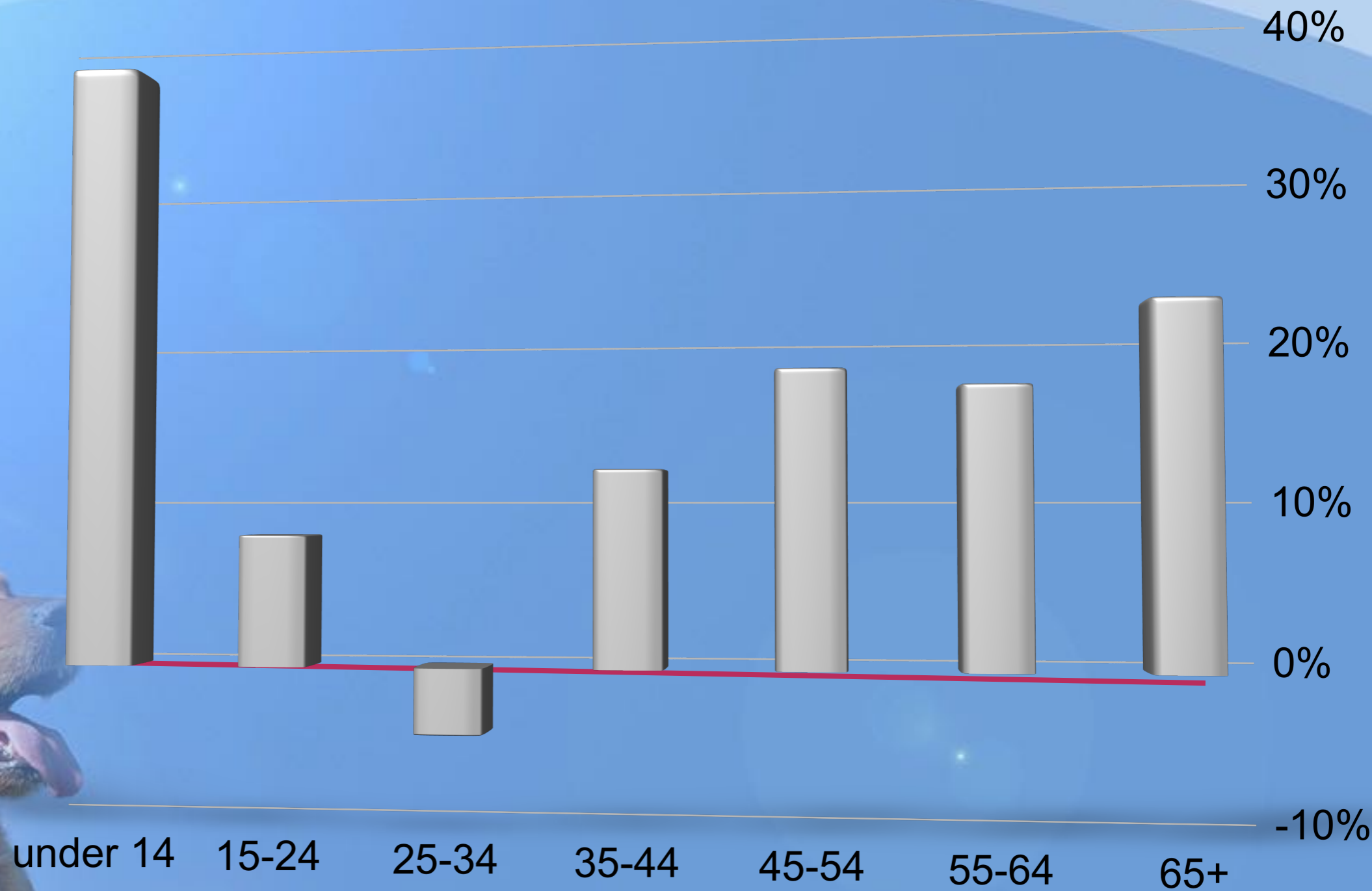
Past 20 years



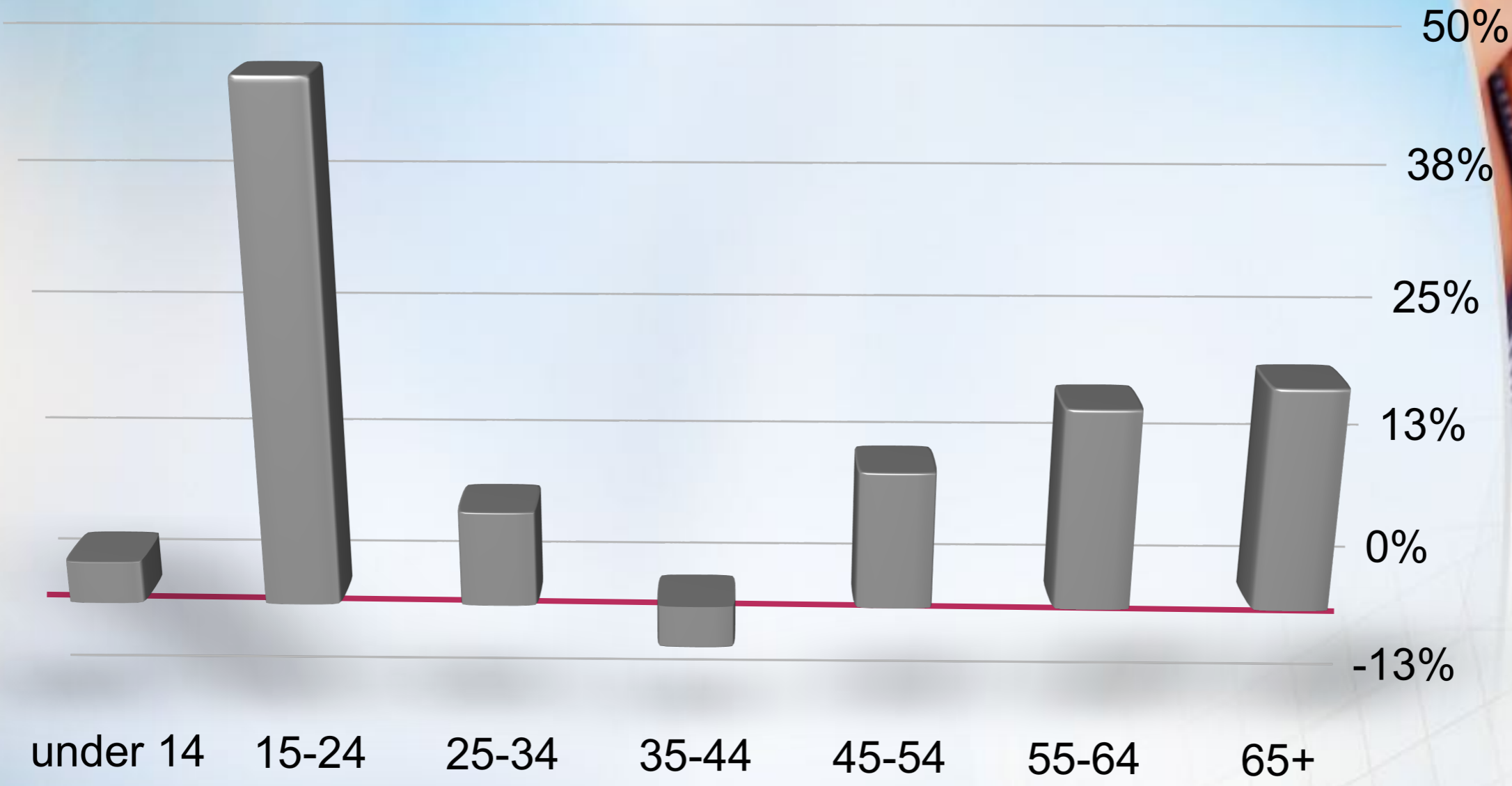
Next 20 years



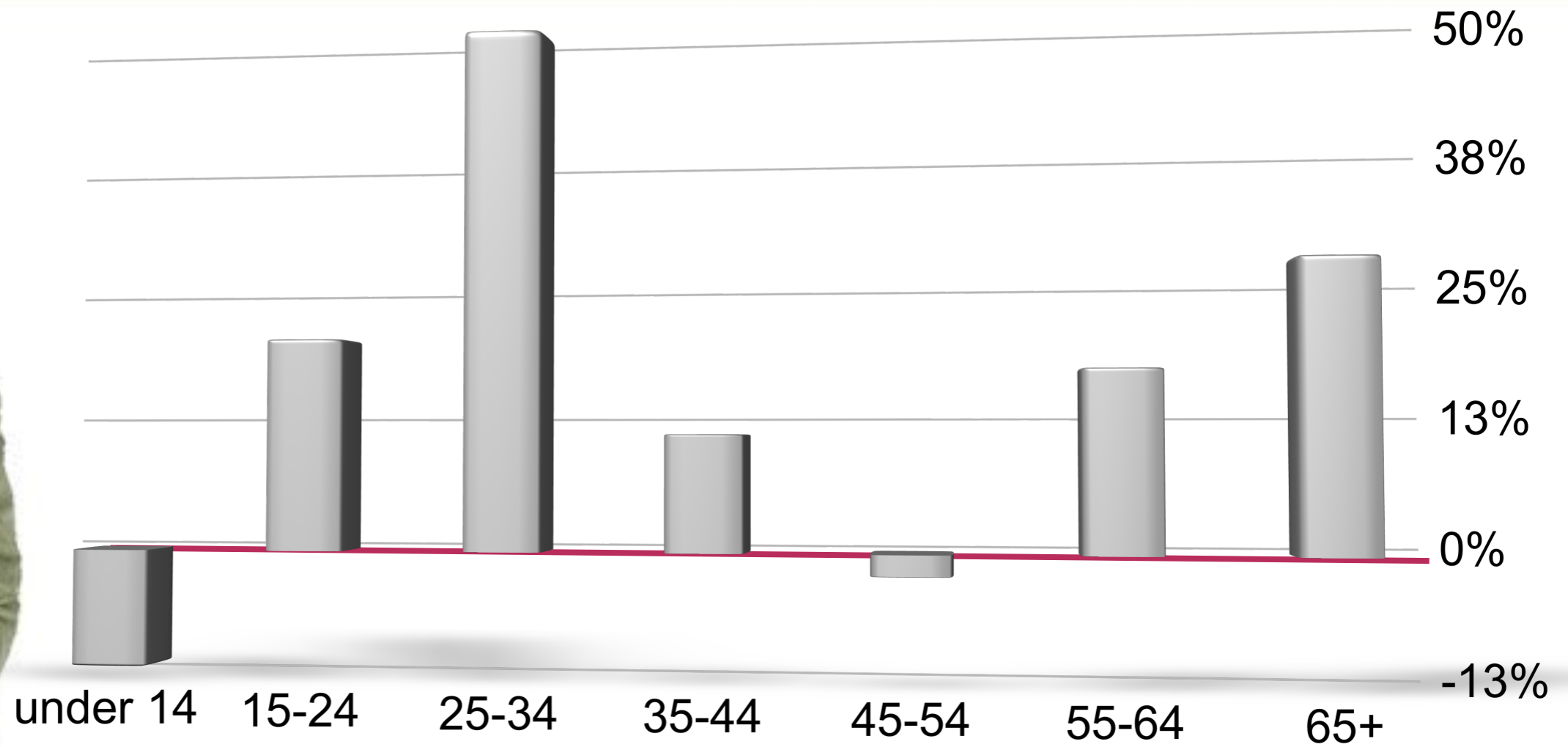
Population Growth 1950-1960



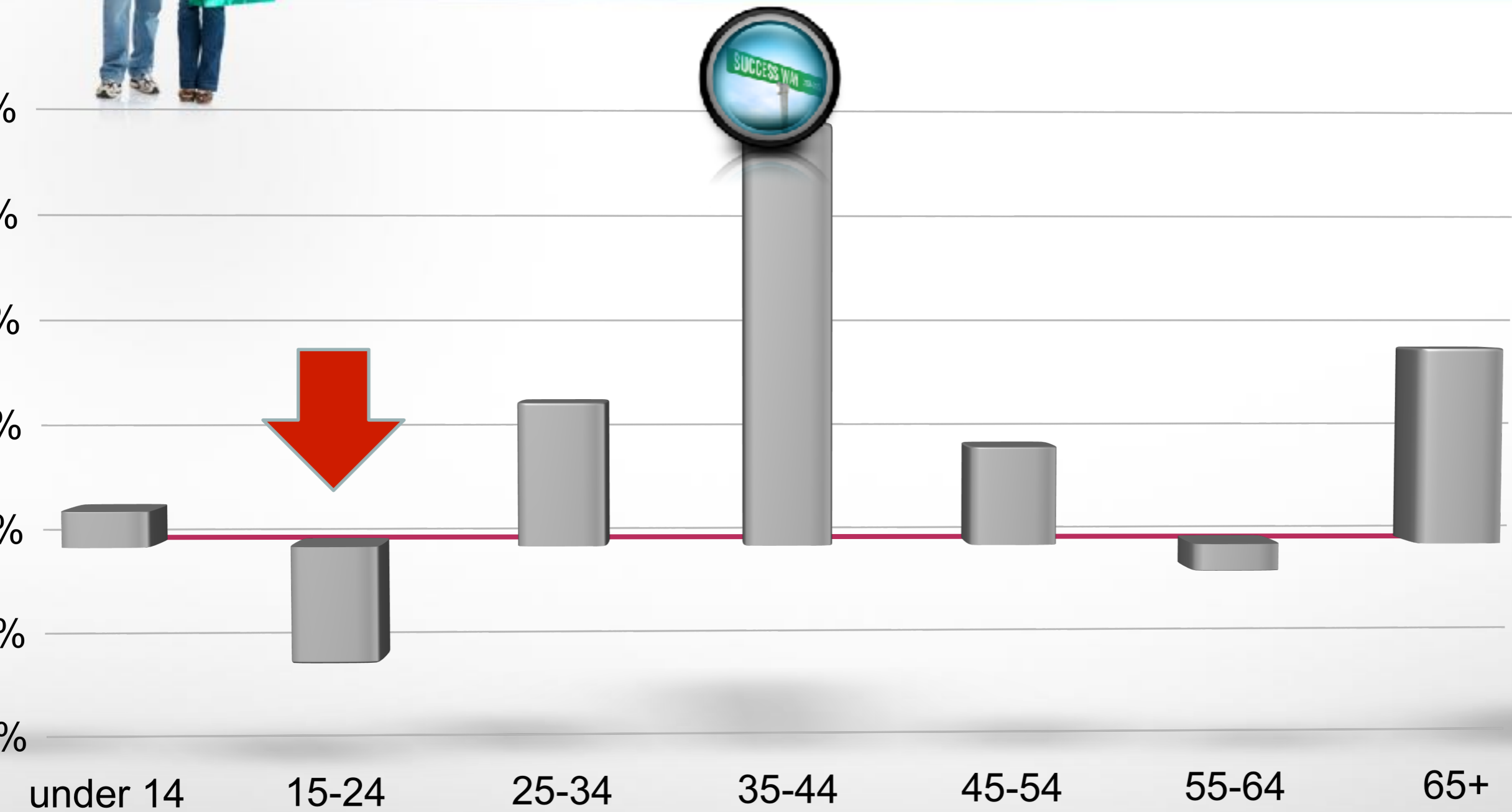
Population Growth 1960-1970



Population Growth 1970-1980

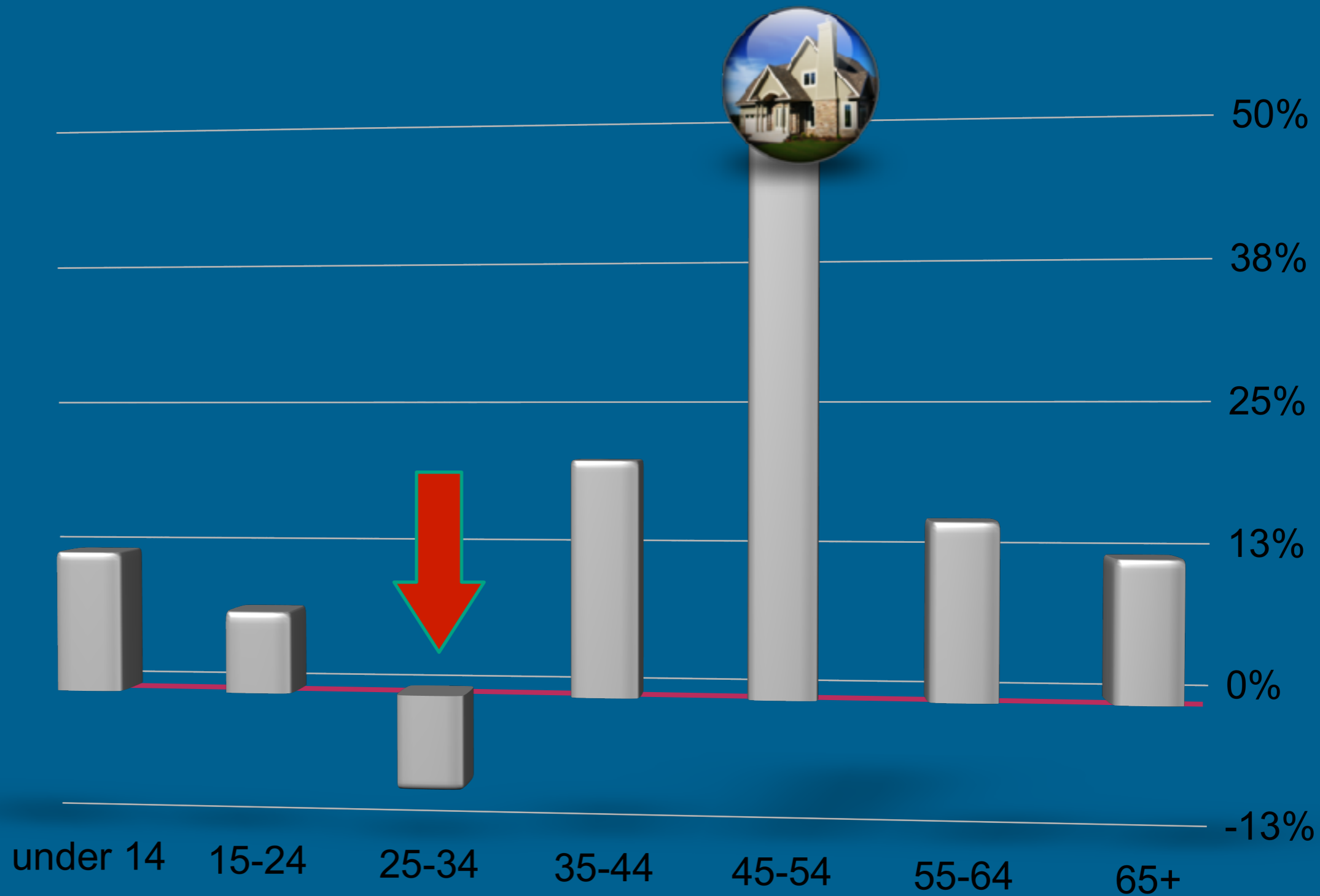


Population Growth 1980-1990

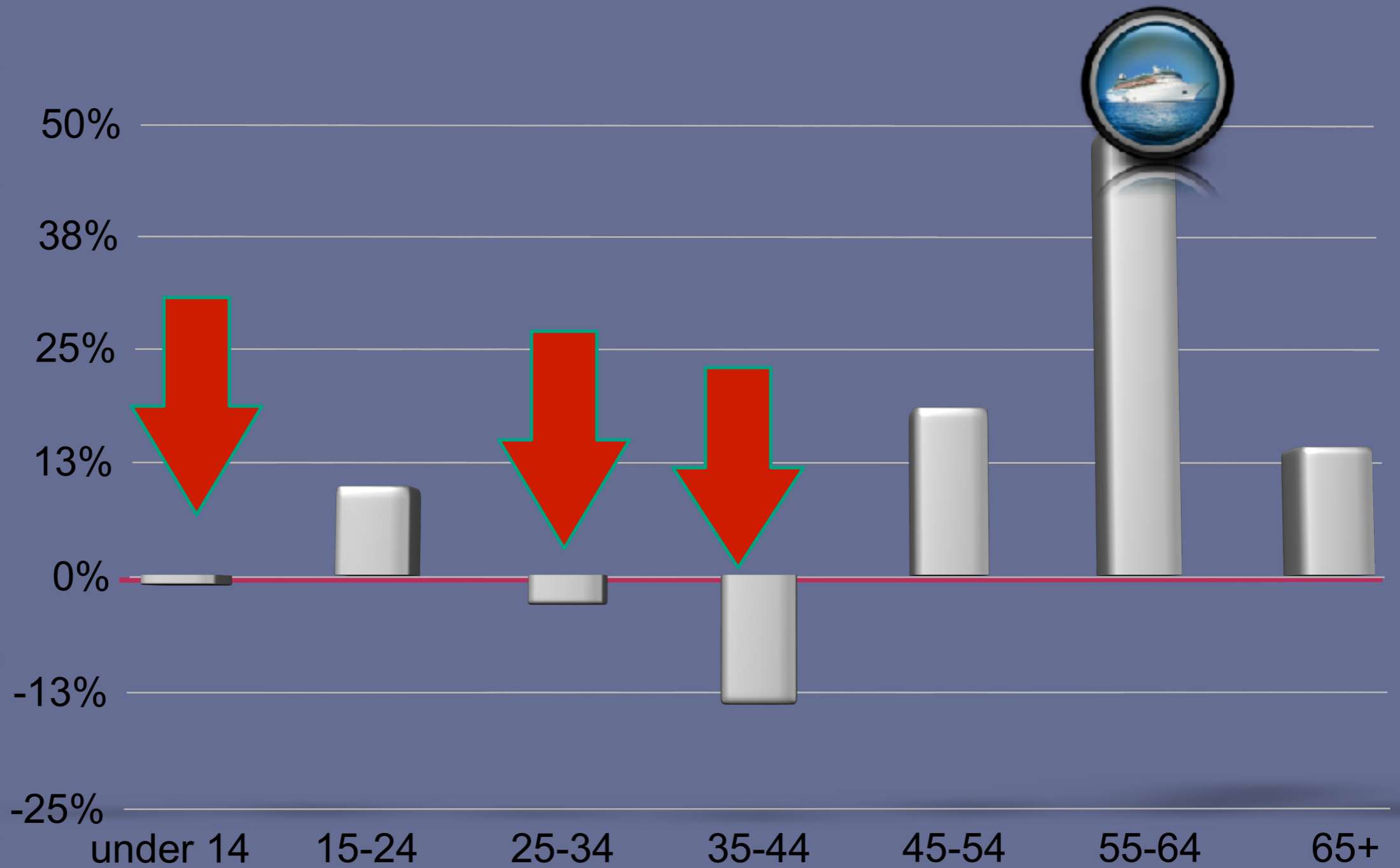




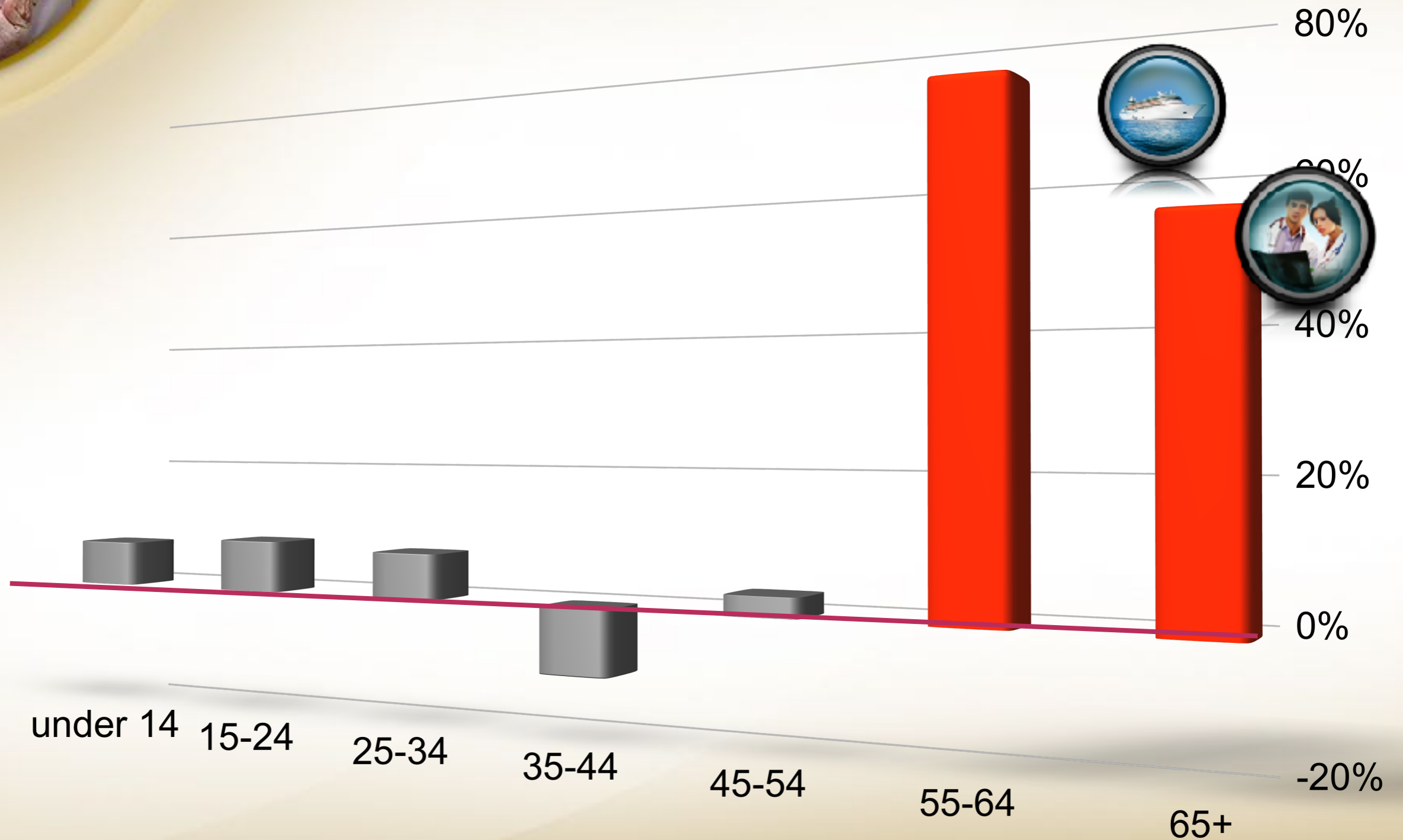
Population Growth 1990-2000



Population Growth 2000-2010



Population Growth 2000-2020





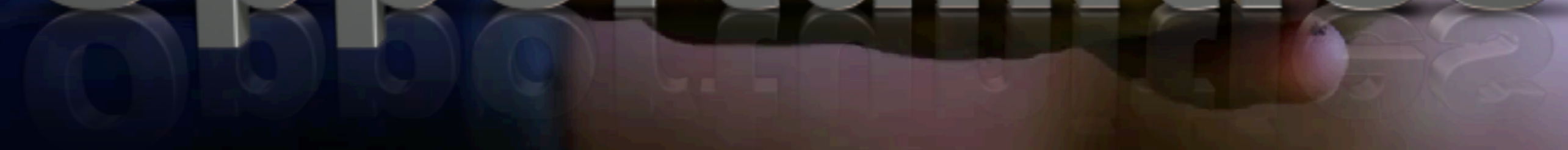
Competition in the future

The War For Talent

- Jobless rate nearing 4% in the US and 5% in Canada
- Attracting talent will become every organizations main concern
- 15% of engaged employees would consider leaving their employer
- Up to 85% of unengaged employees would leave their employer
- Engaged employee's recommend their place of employment as a place to work and do business.



Opportunities



Three key questions...





Why is this job important to me?





Who am I going to be working with?





What am I going to be doing?





**Why is this job important to me?
(This is why we join.)**





**Who am I going to be working with?
(This is why we stay.)**





**What am I going to be doing?
(This is why we leave.)**



Three keys to better leadership



Know them



Grow them



Inspire them



Get to know them



Gender



Culture



Age

What Generation are you?

- Mature Generation(1909-1945)
- Baby Boomers (1946 – 1964)
- Generation X (1965-1979)
- Generation Y (1980-1999)
- Generation Z (Born After 2000)



Mature Generation (1909-1945)

- **Thoughts about them**
 - Duty
 - Sacrifice
- **Major Events**
 - The Great Depression
 - WW II
- **Key influencers**
 - John Diefenbaker
 - Winston Churchill
 - Lester B. Pearson



Mature Generation (1909-1945)

- Loyal
- Strong interpersonal skills
- Like flexitime
- Promotions from tenure, ethical
- Occupy many board positions on federal and provincial lobby groups

Baby Boomers (1946 – 1964)



- **Thoughts about them**
 - Individuality, “Me” Generation
- **Major Events**
 - Vietnam War
 - 67 Centennial Year
 - The Cold War
- **Key influencers**
 - Bill Gates
 - Pierre Trudeau
 - Brian Mulroney
 - Oprah Winfrey

Baby Boomers (1946 – 1964)



At work

- Evaluate themselves and others based on their work ethic
- Hours worked more important than productivity
- Believe teamwork is critical to success
- Believe relationship building is very important
- Expect loyalty from those they work with

Generation X (1965-1979)

- **Thoughts about them**

- Skeptical
- Reluctant
- Self Sufficient
- Loyal employees

- **Major Events**

- Fall of the Berlin Wall
- The Gulf War
- The PC boom

- **Key influencers**

- David Beckham
- MTV
- The cast of *Friends*



Generation X (1965-1979)

At work

- Shun do-or-die Boomer work ethic
- Want open communication regardless of position, title or tenure
- Respect production over tenure
- Value control of their time
- Look for a person (not a company) in whom they can invest loyalty
- Rely on peer-to-peer referrals more than any other generation



Generation Y (1980-1999)

- **Thoughts about them**

- Coddled
- Idealistic
- Most managed generation ever

- **Major Events**

- 9/11 Terrorist Attack
- Cell phone revolution
- Internet boom

- **Key influencers**

- Justin Timberlake
- Paris Hilton
- TMZ



Generation Y (1980-1999)

At work

- Search for the individual who will help them achieve their goals
- Want open, constant communication
- Want positive reinforcement from their boss
- Find working with someone of the Mature generation easy to do
- Search for a job that provides great, personal fulfillment
- Are searching for ways to shed the stress in their lives



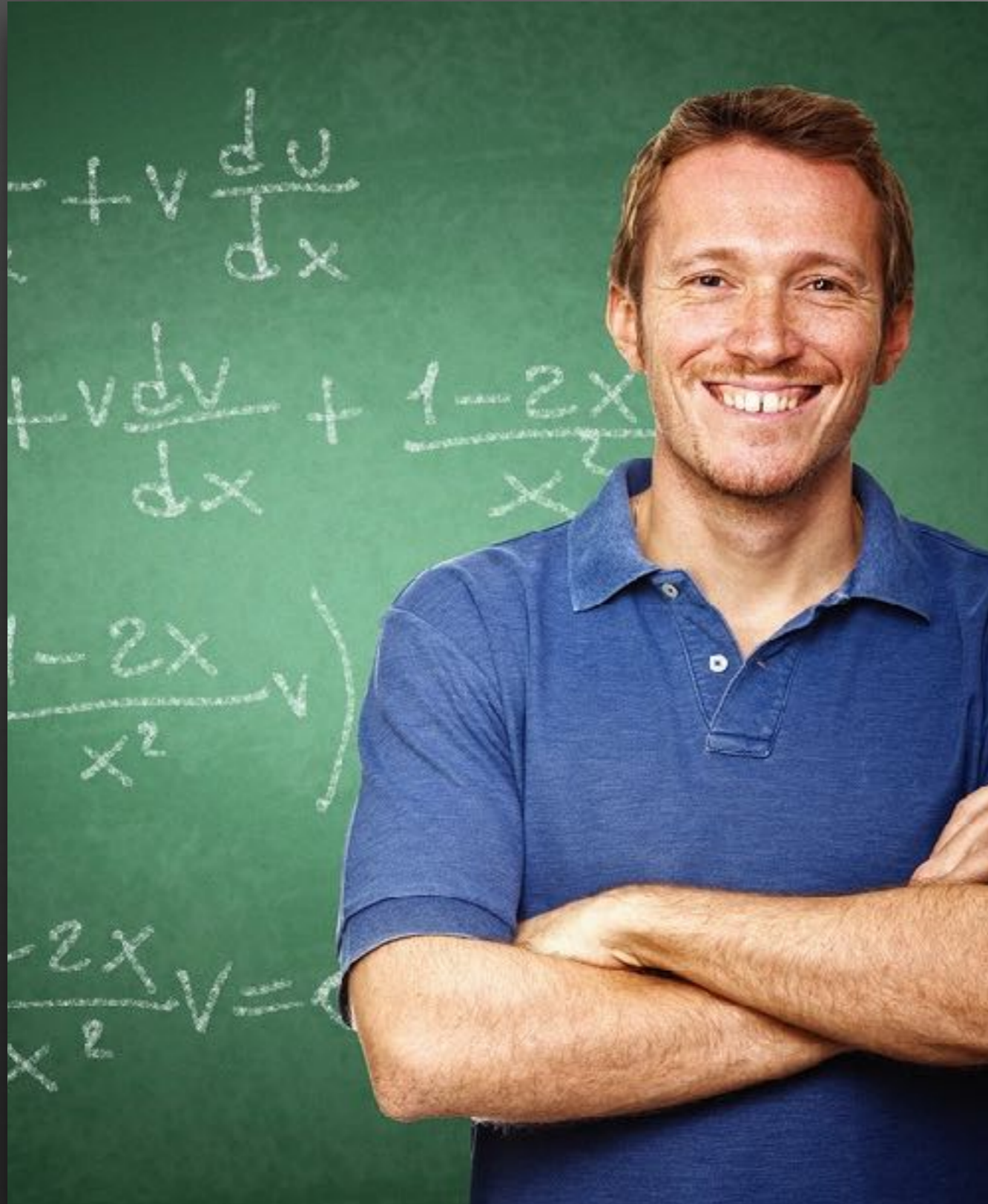
Boomers

X&Y-Generation



Grow Them

Find out what is unique about someone...
and capitalize on it.





Questions & Answers

Thank You

