



*Eddie LeMoine*  
PROFESIONAL SPEAKER



***THE ESSENCE OF RESILIENT LEADERSHIP:  
THRIVING AFTER THE PANDEMIC***

[www.eddielemoine.com](http://www.eddielemoine.com)  
[eddie@eddielemoine.com](mailto:eddie@eddielemoine.com)





**As a child what did you want to be when you grew up?**

**What is something big you would like to change or achieve in the next year?**





# Agenda.

1. Bring About What you Think About “The Importance of the right mindset”

2. How to engage your team during the pandemic

3. Trends in the Canadian employment sector

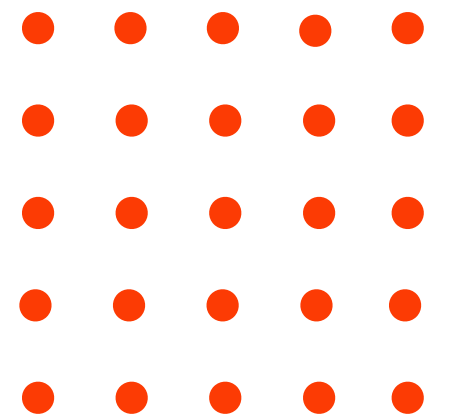
4. Reasons people join, stay and leave their employers

5. Six key attributes to successful leadership in 2021

6. Three steps to closing the engagement gap

Time to set goals

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100



# Three steps to closing the engagement gap

Know them



Develop them



Inspire them



*Fredie LeMoine*  
PROFESIONAL SPEAKER





# Bring About What You Think About





“By the end of this section of the webinar,  
**you are going to know...**”

- The one statement that can change your life
- The role your emotions play on your success
- The three steps to setting goals that stick
- Two ways to accelerate your success



H<sub>4</sub> A<sub>1</sub> P<sub>3</sub> P<sub>3</sub> Y<sub>4</sub>

M<sub>3</sub> I<sub>1</sub> N<sub>1</sub> D<sub>2</sub>

H<sub>4</sub> A<sub>1</sub> P<sub>3</sub> P<sub>3</sub> Y<sub>4</sub>

L<sub>1</sub> I<sub>1</sub> F<sub>4</sub> E<sub>1</sub>





**There's no better time in history**

**than right now to hit the reset button**




If you are like me

**I had a  
thought**





A young woman with voluminous, curly brown hair is shown in a thoughtful pose, resting her chin on her hand. She is wearing a white, textured sweater. The background is a plain, light gray color. The text "What if I could find better way" is overlaid on the right side of the image in a large, white, sans-serif font.

**What if I  
could find  
better way**



# What if is easy





What if it is  
as easy as  
changing the  
way you  
think







# Stinking Thinking

**It all started at the Old Triangle Pub.....**





**I Noticed Changes**

**235 Pounds**





**I Noticed Changes**

**195 Pounds**





**I Noticed Changes**





**I Noticed Changes**





**I Noticed Changes**







# I Noticed Changes





**I Noticed Changes**





I Noticed Changes

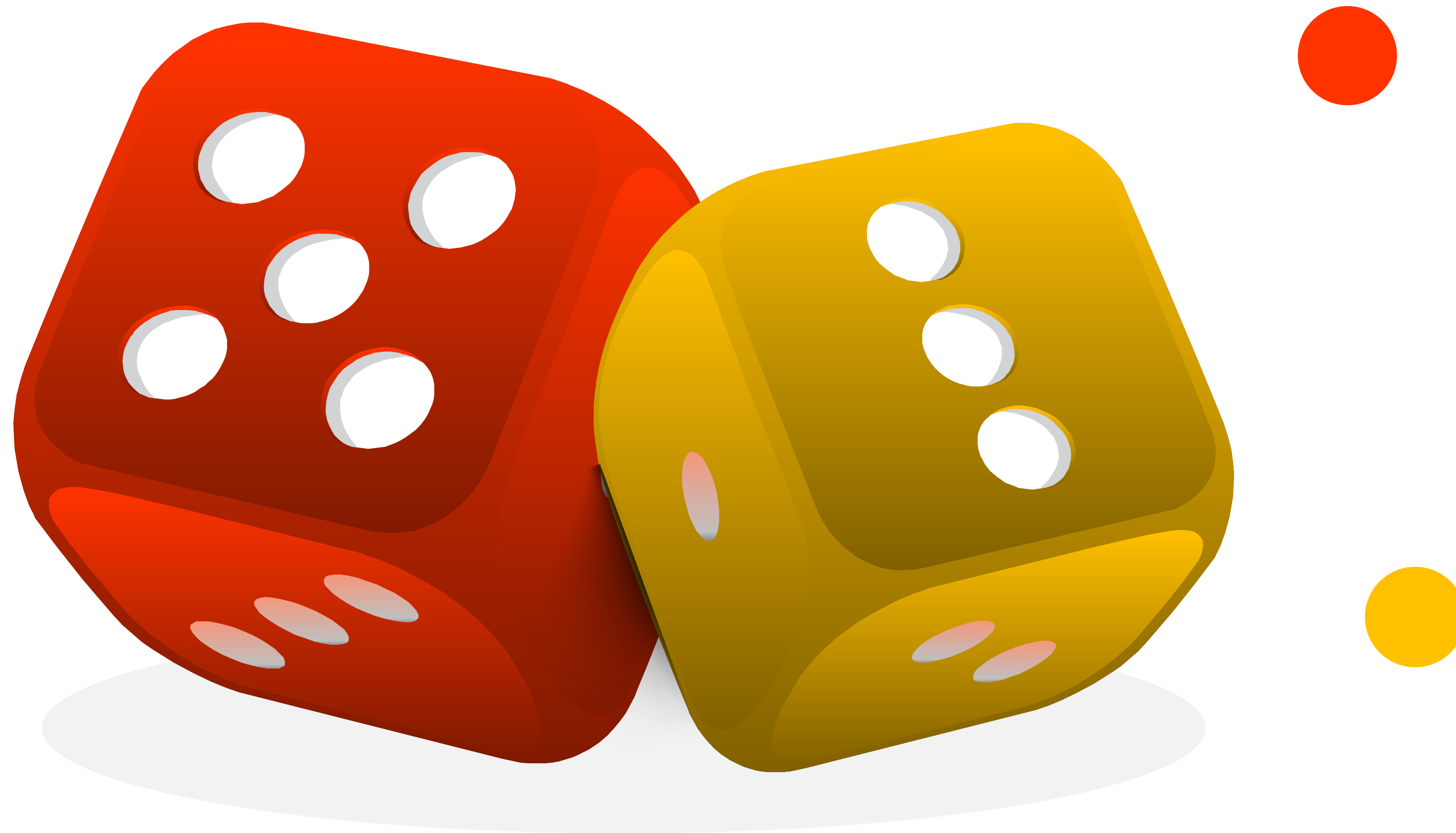




**Our clients**



**The problem with traditional goal setting is...**





# My Research



## **Science**

The way the brain works



## **Psychology**

The questions we ask



## **Unexplainable**

Things that happen we can't explain



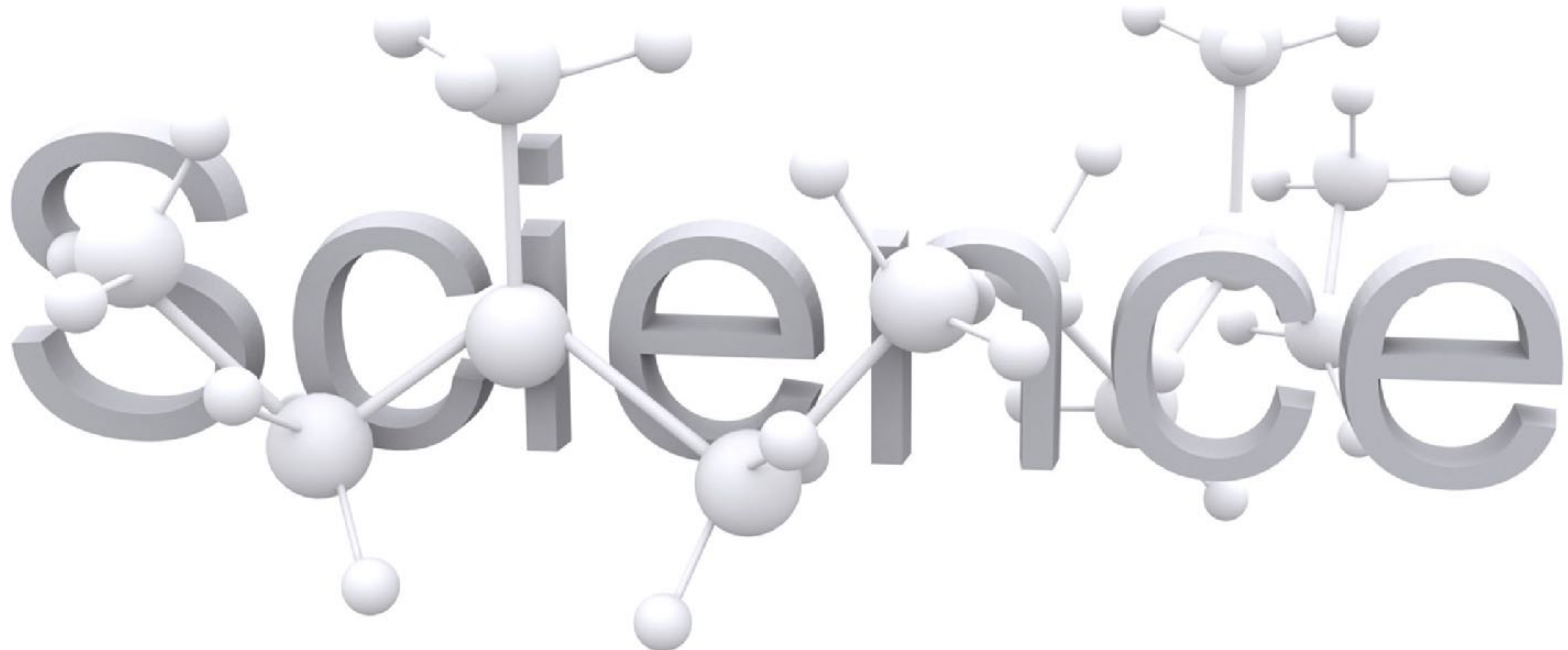


# My Research



## Science

The way the braining works





# Psychology

The questions we ask

ANSWERS

QUESTIONS

**My Research**





# My Research

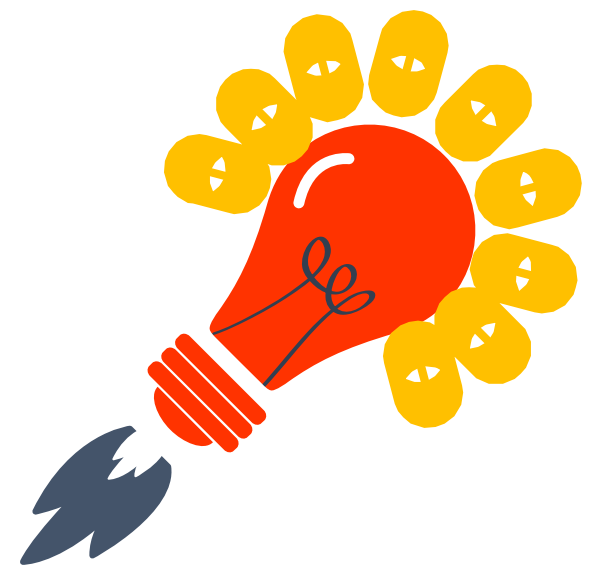


## Unexplainable

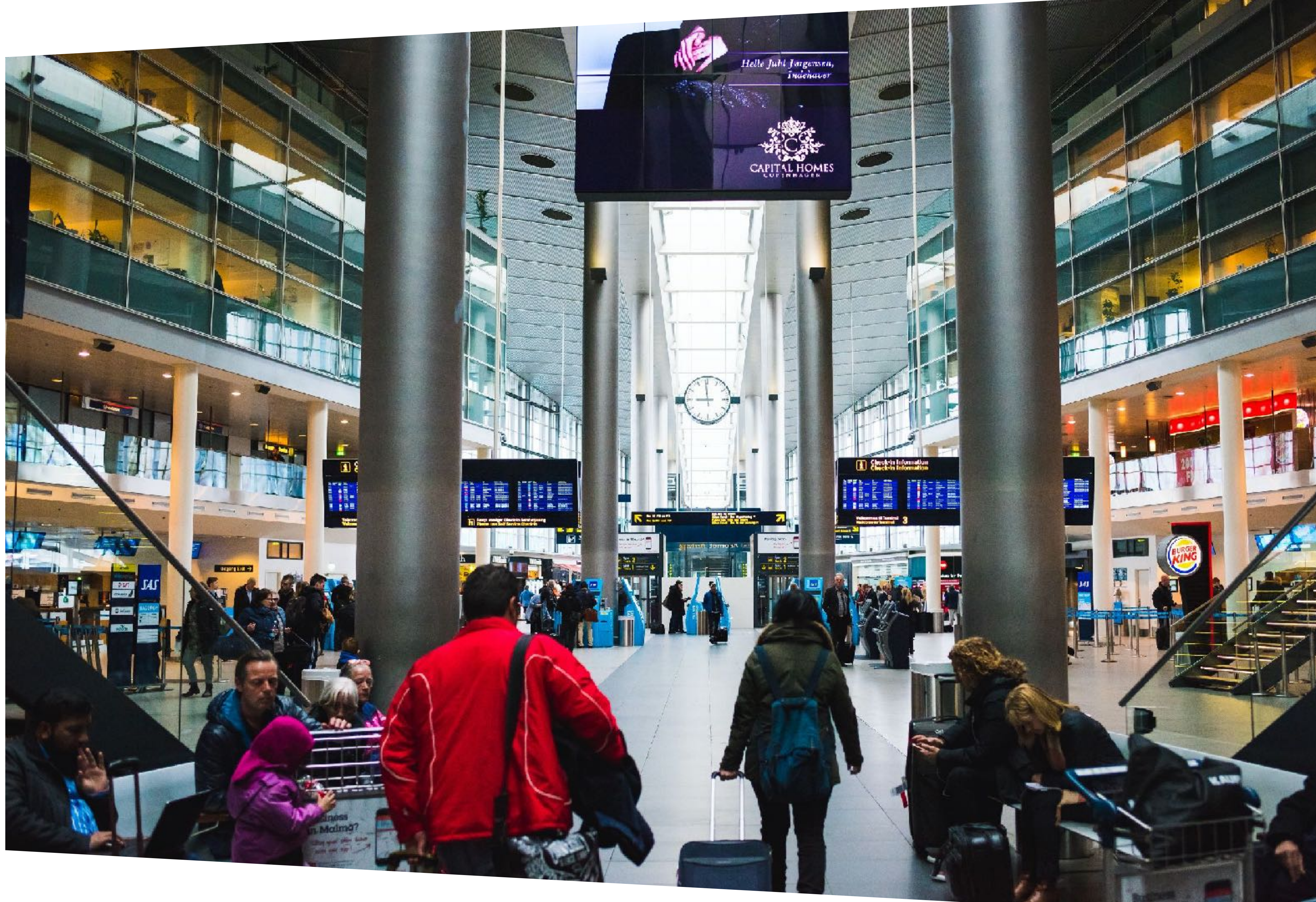
Thinks that happen we can't explain





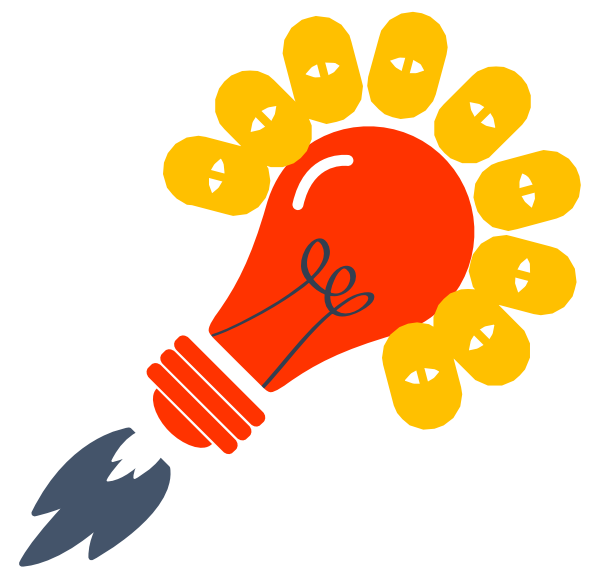


Unexplainable

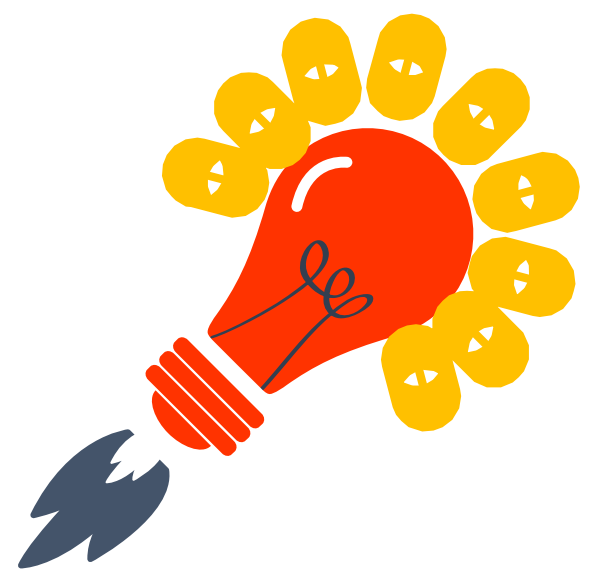




Unexplainable







They  
discovered  
they were  
sisters.





# WHERE IS YOUR ATTENTION?

“Whatever you focus your *“attention”* on and *“energy”* towards you **“Bring”** into your life.”



**“Your secret internal conversations are slowly shaping your destiny.”**





**“Your secret internal conversations are slowly shaping your destiny.”**

Thoughts



*“Sow a thought, reap an action.”*



Where is your  
attention?



**“Your secret internal conversations are slowly shaping your destiny.”**

Thoughts

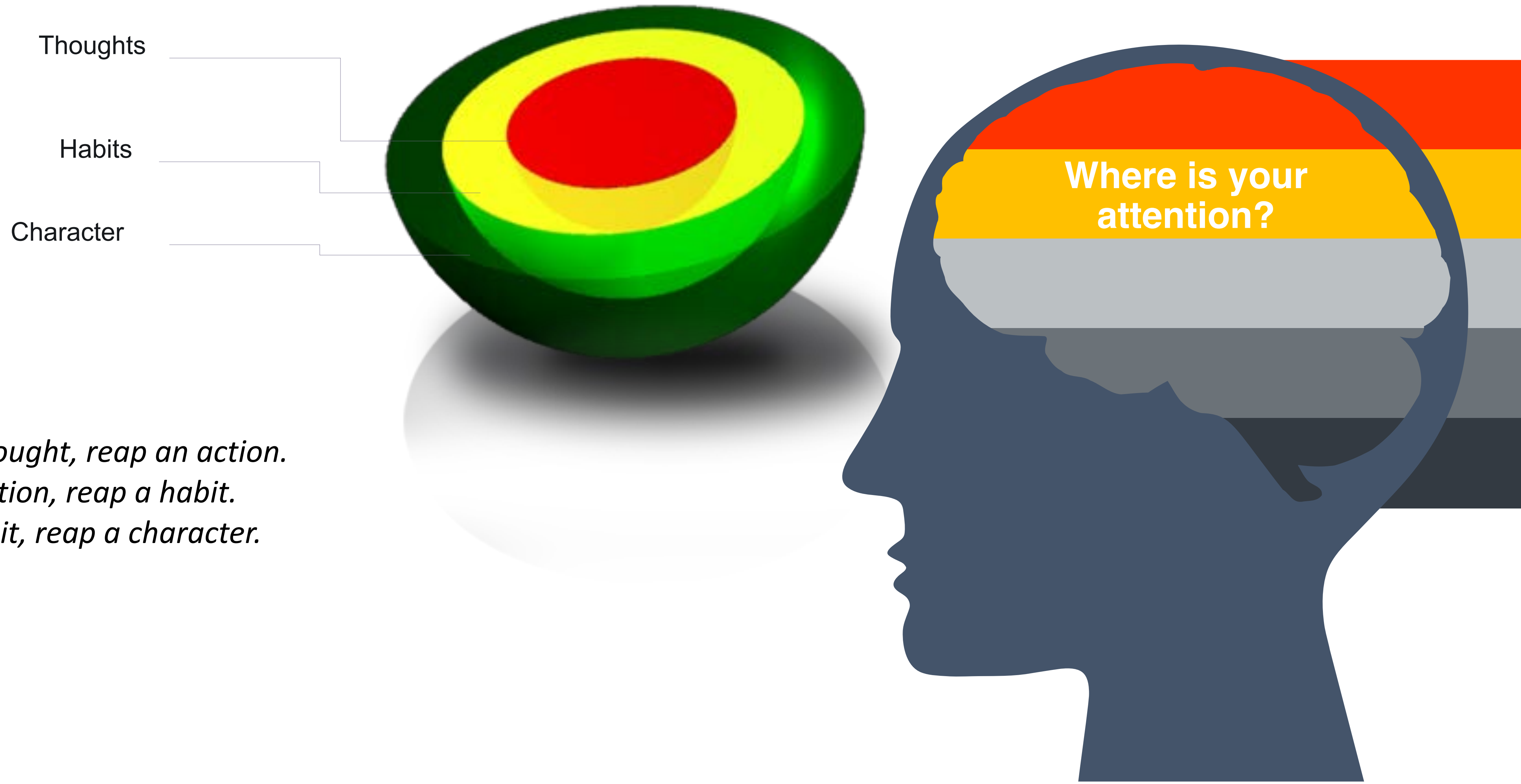
Habits



*“Sow a thought, reap an action.  
Sow an action, reap a habit.”*



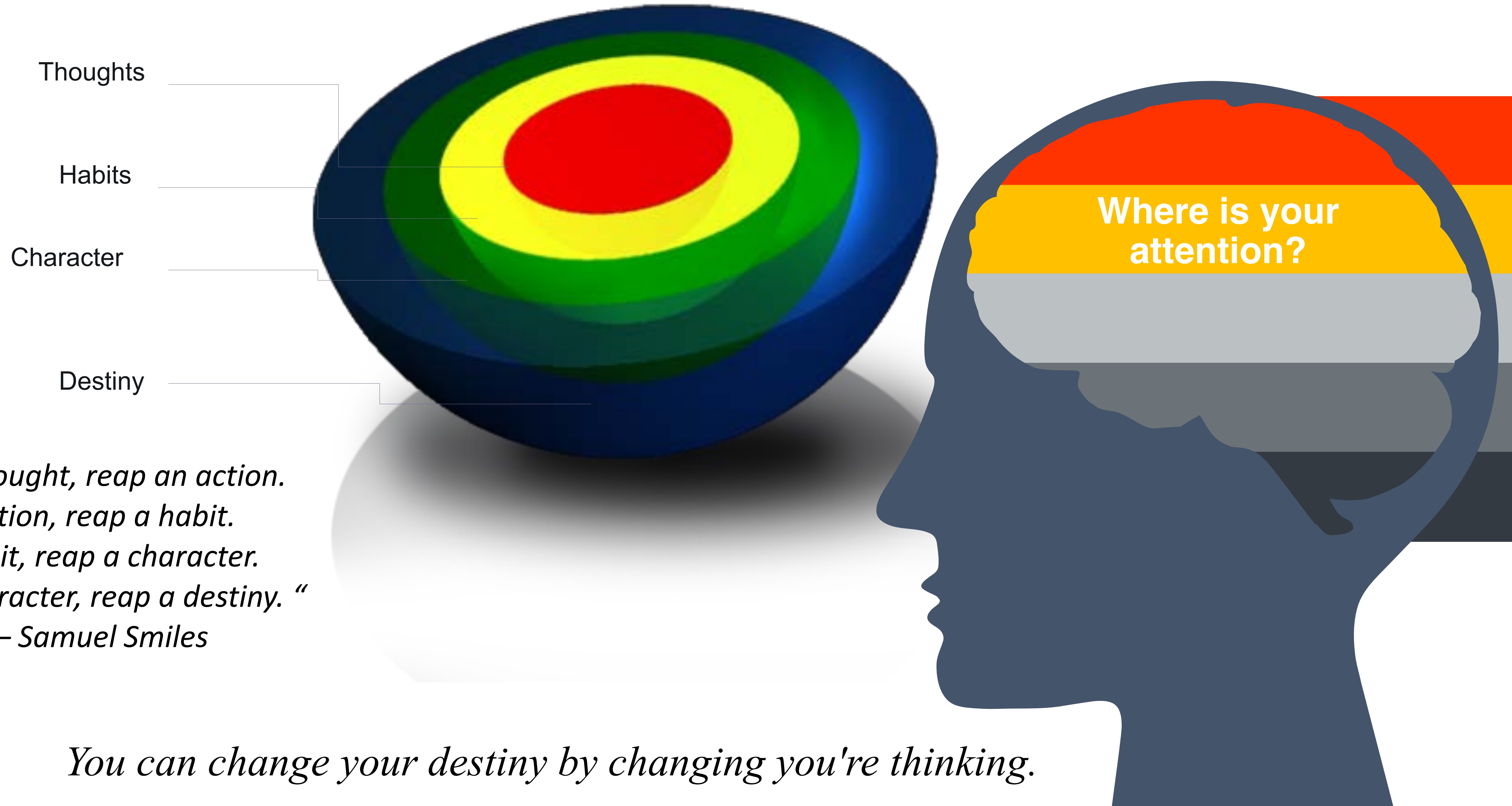
**“Your secret internal conversations are slowly shaping your destiny.”**



*“Sow a thought, reap an action.  
Sow an action, reap a habit.  
Sow a habit, reap a character.”*



**“Your secret internal conversations are slowly shaping your destiny.”**



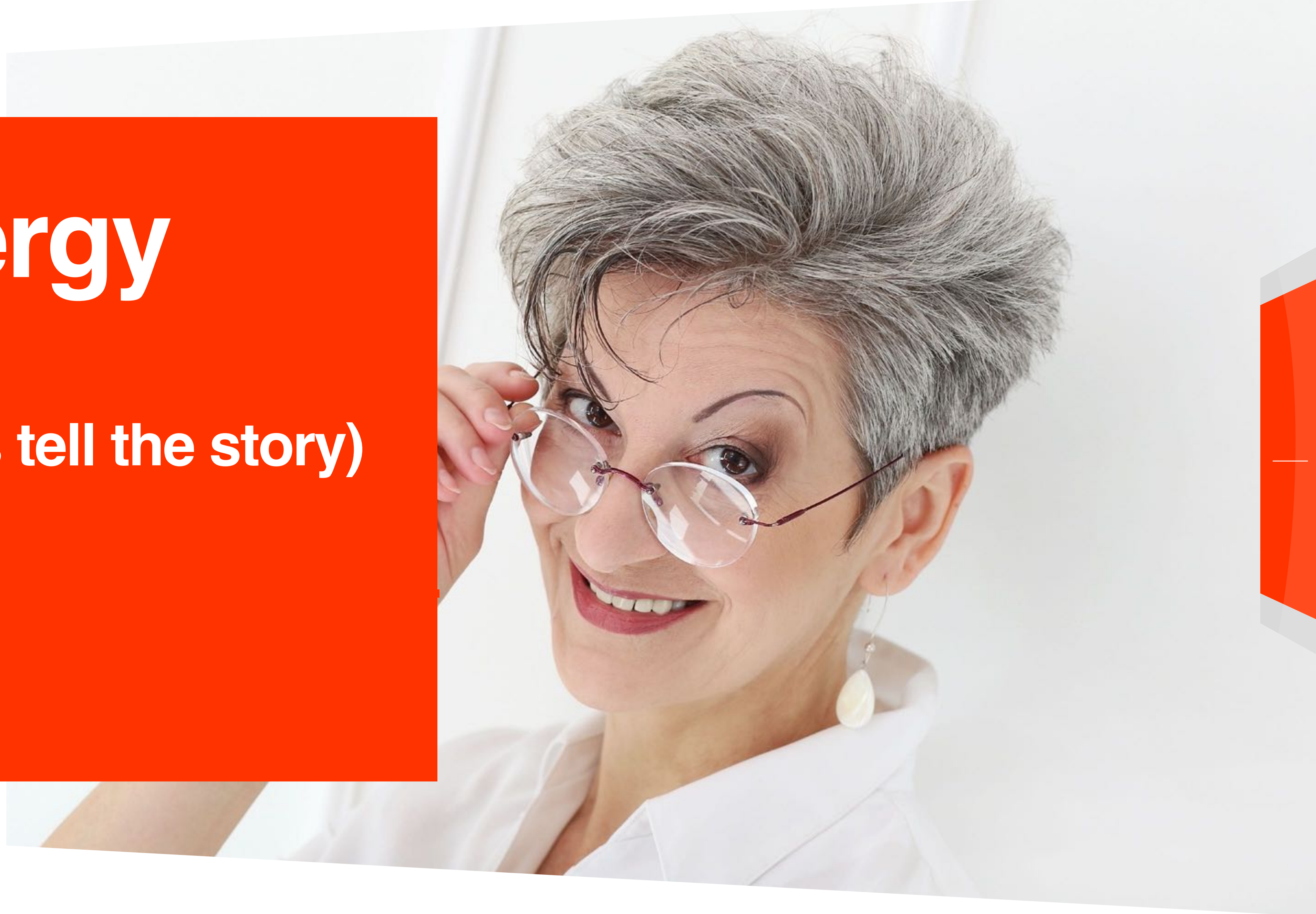
*“Sow a thought, reap an action.  
Sow an action, reap a habit.  
Sow a habit, reap a character.  
Sow a character, reap a destiny.”*  
– Samuel Smiles

*You can change your destiny by changing you're thinking.*



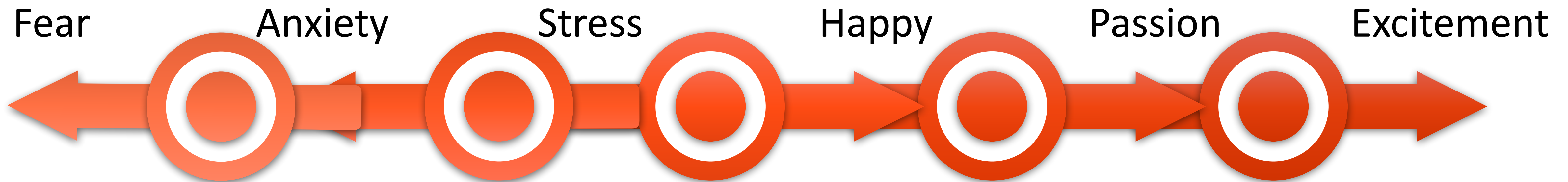
# Energy

(Our emotions tell the story)





# Energy Our emotions tell the story




- Challenging to achieve your goals
- Hard to change your habits

- Your goals come to you easily
- Easy to form new empowering habits





**Change Your Focus**  
*Change Your Thinking Change*  
*Your Future*

“ All the complaining, worrying and talking about what you don't want will never attract what you do want.” 



A young woman with dark hair pulled back, wearing round glasses, a white collared shirt, and a grey cardigan. She is smiling warmly at the camera. In her right hand, she holds a black coffee cup with a lid. In her left hand, she holds a brown folder or notebook. The background is a plain, light grey wall. Two large, semi-transparent colored boxes are overlaid on the image: an orange one on the left and a yellow one on the right, both containing text.

**I am going to love every student.**

**But she knew it was not true.**



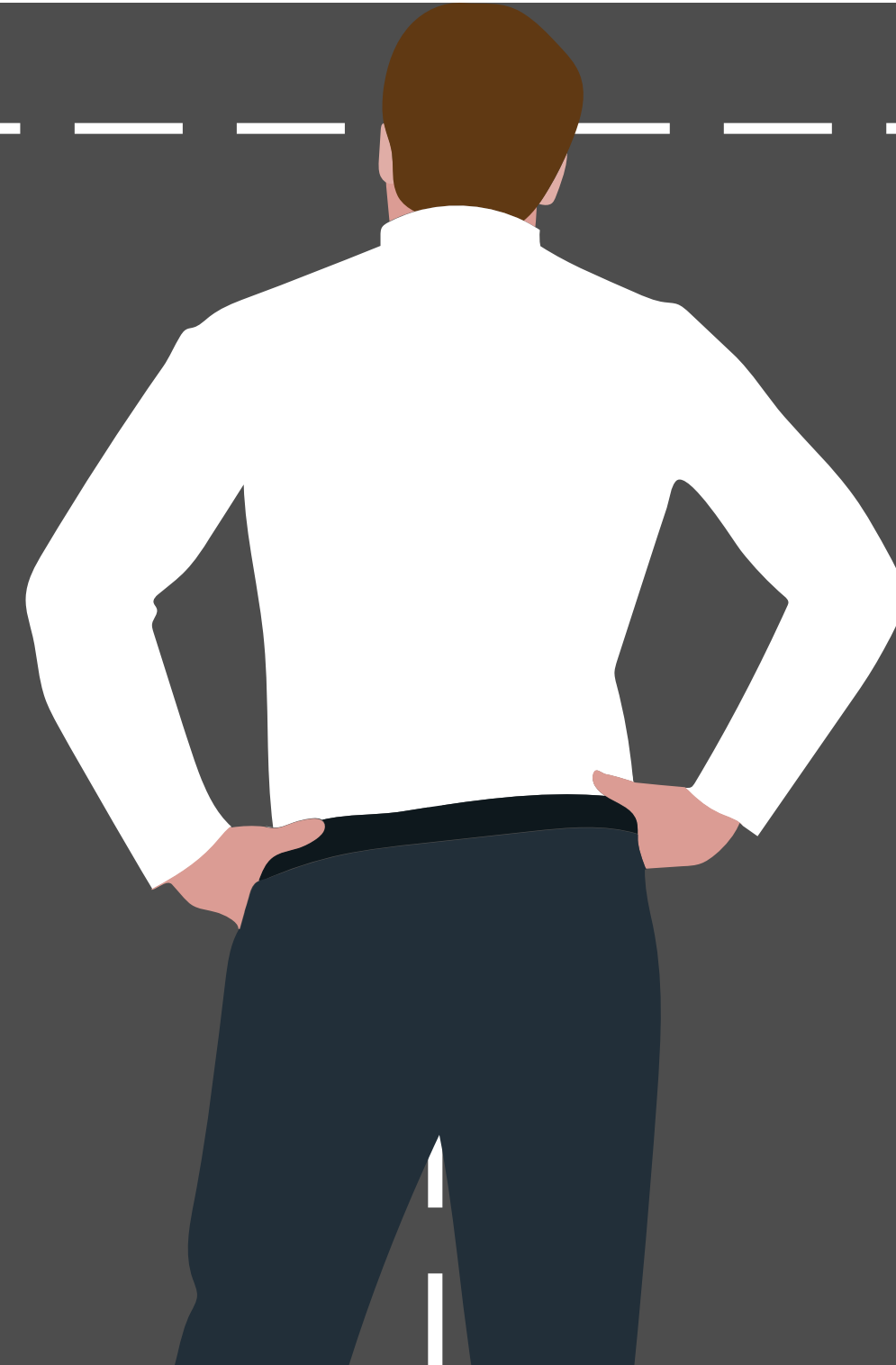
---

# Making it work!



**The Hard Way**

**The Easy Way**





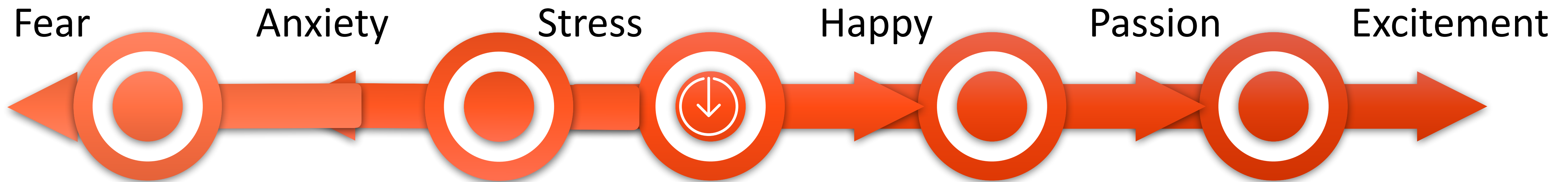
Step 1

# Identify Your Goals





# Your emotions are your guidance system.



Area of your life you would like to change.

Area of your life that is on track.



# Dream Sheet

- Education
- Relationships
- Finance
- Travel
- Health
- Spirituality







**I would like to Manifest a Horse**





**I would like to**

**Manifest a Horse**



## Step 2

**B E L I E V E   I N   Y O U R S E L F**

**You will not achieve your goals if you don't believe you can**





Step 3


**Become the  
person you  
would be if  
you already  
had your  
goals.**







## Positive Attitude

It's more than a positive attitude 



**Why is it not here yet?**





**Become  
Detached**





# Limiting beliefs

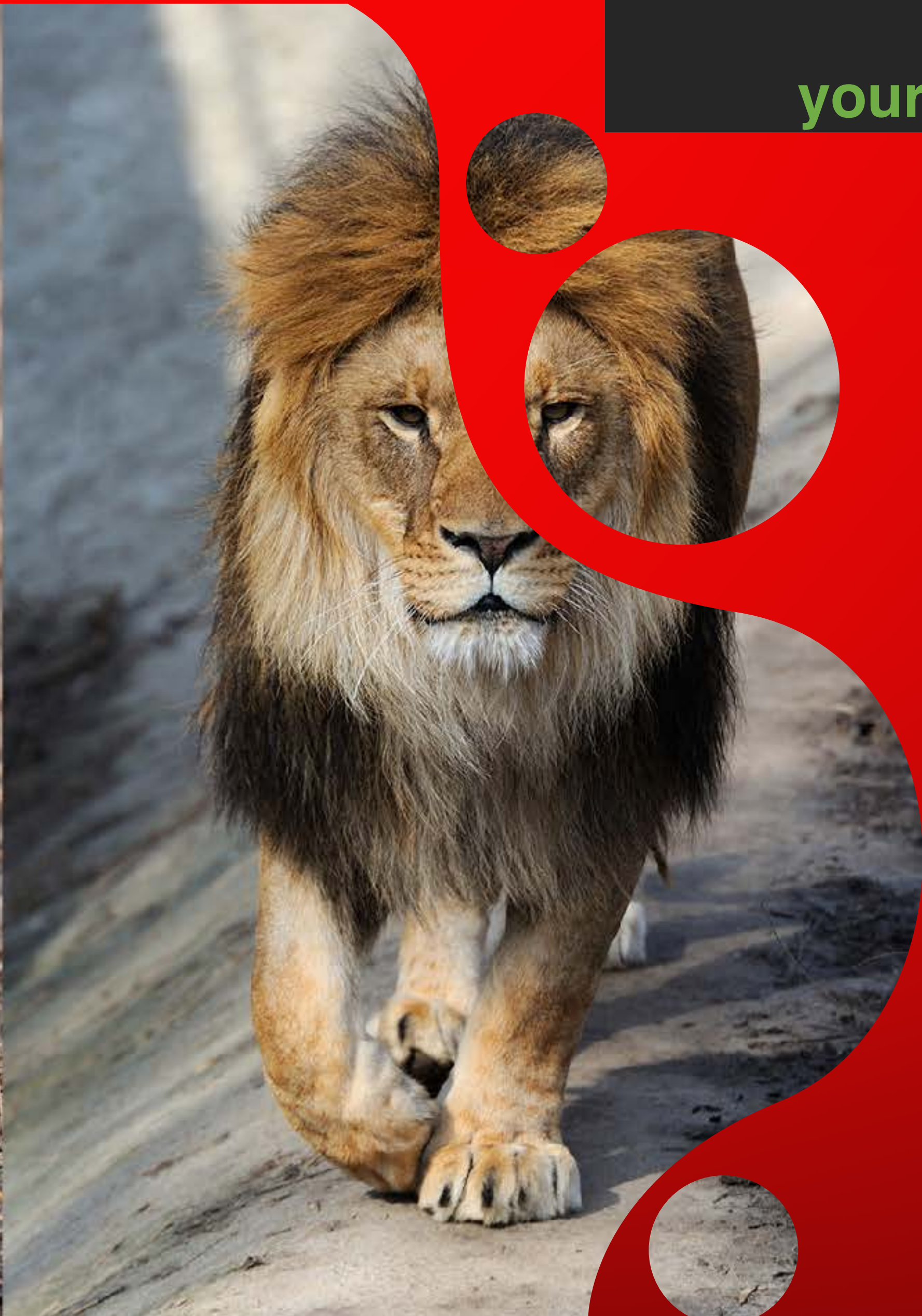
S U C C E S S

M I N D S E T

4



Your reality today  
vs  
your desires





G I V I N G



G<sub>2</sub> R<sub>1</sub> A<sub>1</sub> T<sub>1</sub> I<sub>1</sub> T<sub>1</sub> U<sub>1</sub> D<sub>2</sub> E<sub>1</sub>

I<sub>1</sub> S<sub>1</sub>

T<sub>1</sub> H<sub>4</sub> E<sub>1</sub>

B<sub>3</sub> E<sub>1</sub> S<sub>1</sub> T<sub>1</sub>

A<sub>1</sub> T<sub>1</sub> T<sub>1</sub> I<sub>1</sub> T<sub>1</sub> U<sub>1</sub> D<sub>2</sub> E<sub>1</sub>







Thank You!

# Eddie LeMoine



[eddie@eddielemoine.com](mailto:eddie@eddielemoine.com)



866 407 7325



**THANKS**

Eddie LeMoine

**Q**

**&**

**A**



**How to lead  
and engage  
a workforce  
during  
today's  
challenges**

**2**

**0**

**2**

**1**

**GOAL**

**PLAN**

**ACTION**





**Remember  
when?**





Remember  
**When?**





What Happened?





It's not that way for  
**everyone**





## *A path to success*

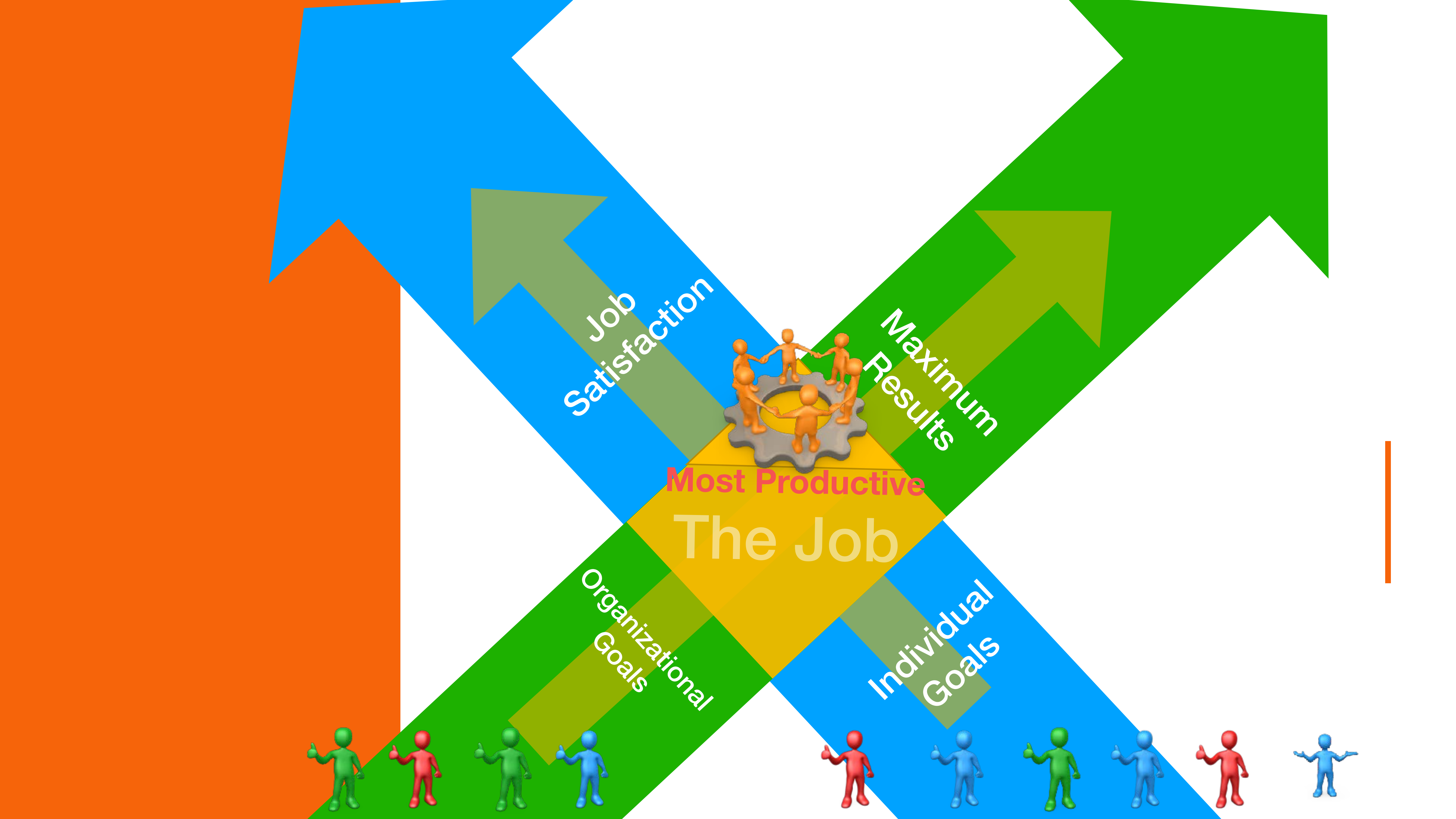
**Your company has a  
set of goals to  
measure success.**



# Highly Engaged Workforce

- Values
- Safety
- Interest
- Career goals
- Work/life balance





Job Satisfaction

Maximum Results

Most Productive  
The Job

Organizational Goals

Individual Goals

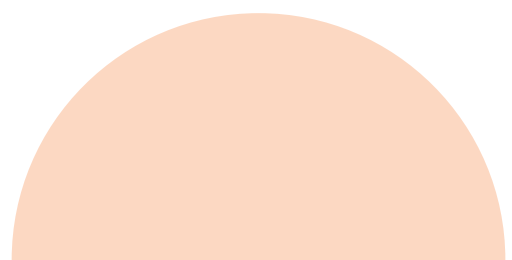




Values  
Safety  
Interest  
Career goals  
Work/life balance



**Most Productive**  
Giving and getting the most





# I love to do research.....

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





— You will be like this —

---





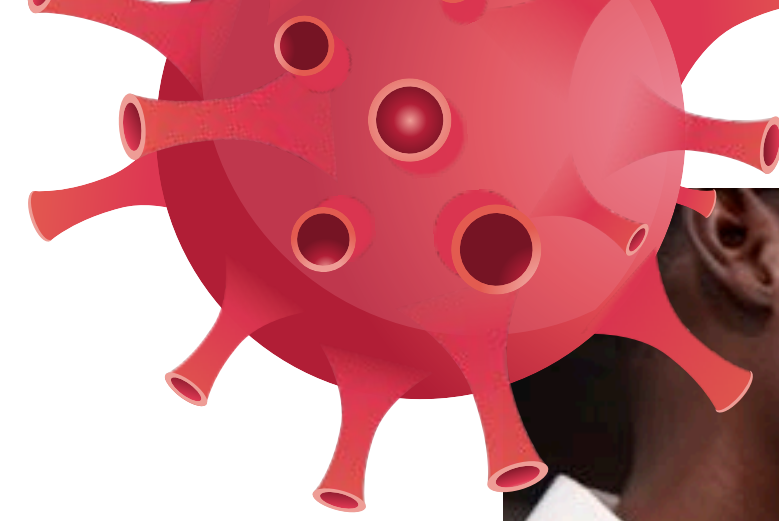
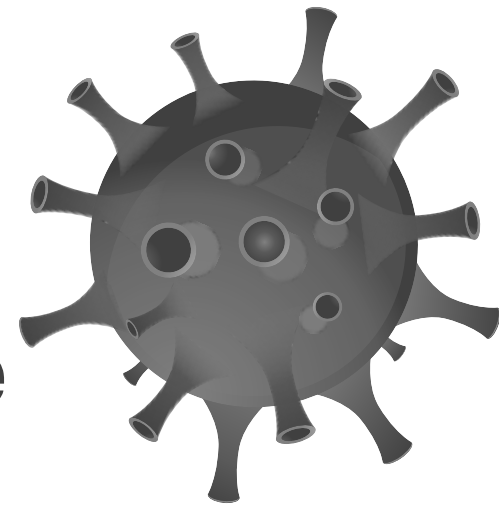
# What will work look like after **the pandemic.**





It will never go  
back **to the way it**  
**was.**

Key Drivers of Change



- **Safety**
- **Convenience**
- **Cost**
- **Recruitment**





# Lessons learned from the 2008 economic downturn





# 1

## Attraction

# 2

## Retention







**Why is  
employee  
engagement  
critical now.**



## Employees have a sense of purpose

Employees are happier; they see an opportunity for personal growth and align their strengths with organizational goals.



## Customers

Increased customer satisfaction and increased referrals.



## Employers

Easy to attract and retain talent, increased sales and increased productivity.



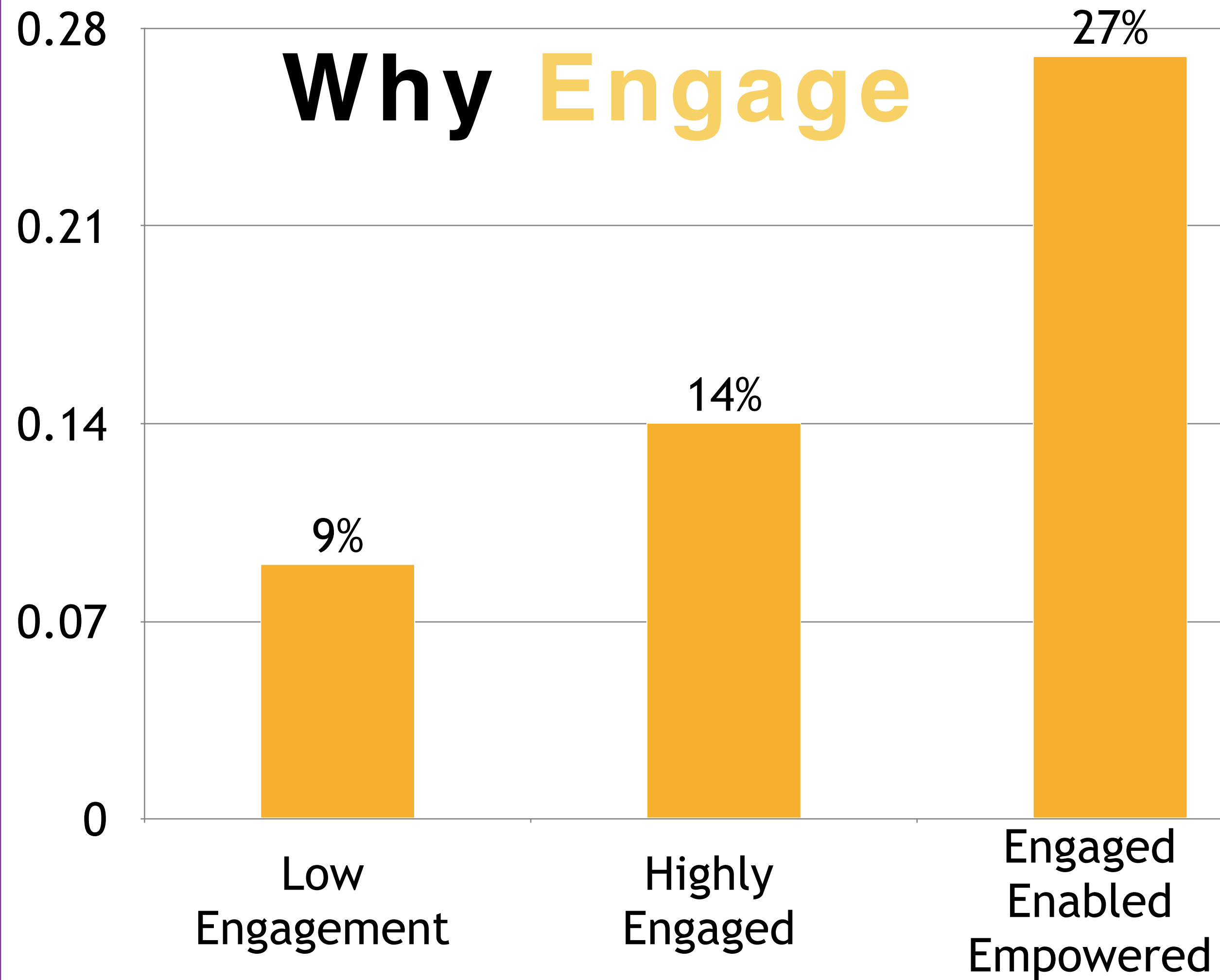
Everyone wins

# Why Engage



# Operating Margin, Towers Watson

## Why Engage





There is no easier way to add capacity and profitability.

27% higher profits

50% higher sales

50% higher customer loyalty levels

38% above-average productivity

**Why Engage**

“ Source Gallup



A man in a brown cardigan and grey t-shirt stands next to a whiteboard, smiling and holding a red marker. He is presenting to a group of people seated around a dark table. One man in a striped shirt is clapping. The room has large windows and a potted plant. A large yellow circle is overlaid on the image, containing the text.

# What is Engagement



Increase productivity

# Evolution Of Employee Engagement .







## Telling Style of Leadership

---

A n e n v i r o n m e n t o f  
c o n f o r m i t y





# Selling Style of Leadership

Selling to the many what has  
been decided by the few

- Compliant
- Low Engagement



# Engaged=Discretionary Effort



## Employee Engagement

### Inclusion and co-creation

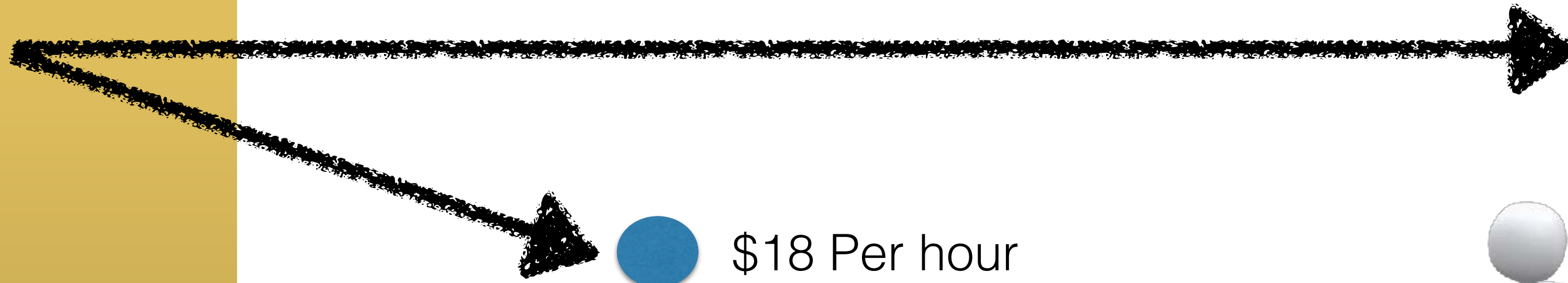
- Looking for ideas and support throughout the organization.
- Leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer.



# Engaged=Discretionary Effort

Value you receive  
for compensation  
acceptable level

\$20 Per hour

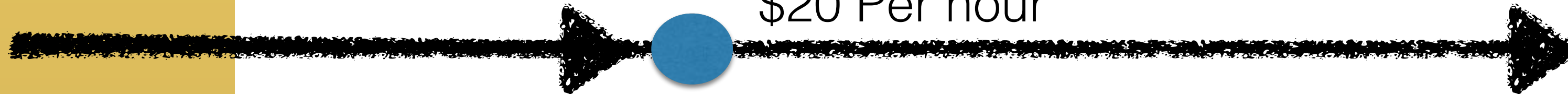




# Engaged=Discretionary Effort

Value you receive  
for compensation  
acceptable level

\$20 Per hour



X Style Management

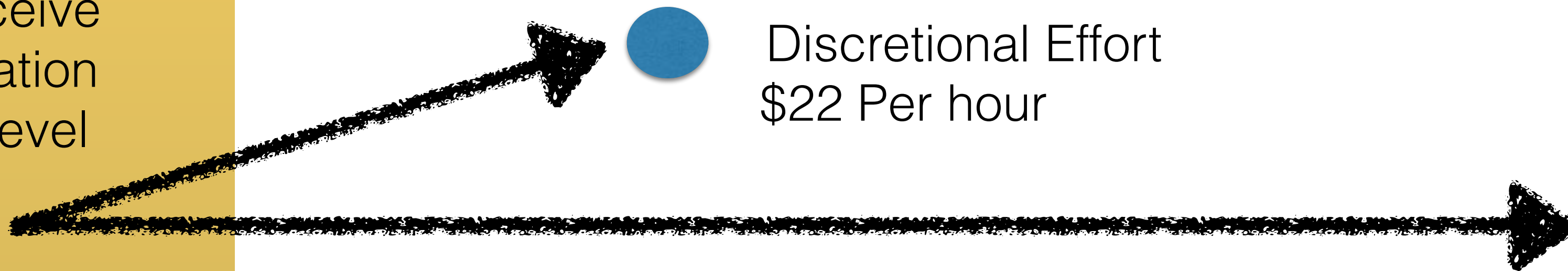




# Engaged=Discretionary Effort

Value you receive  
for compensation  
acceptable level

\$20 Per hour



Y Style Management

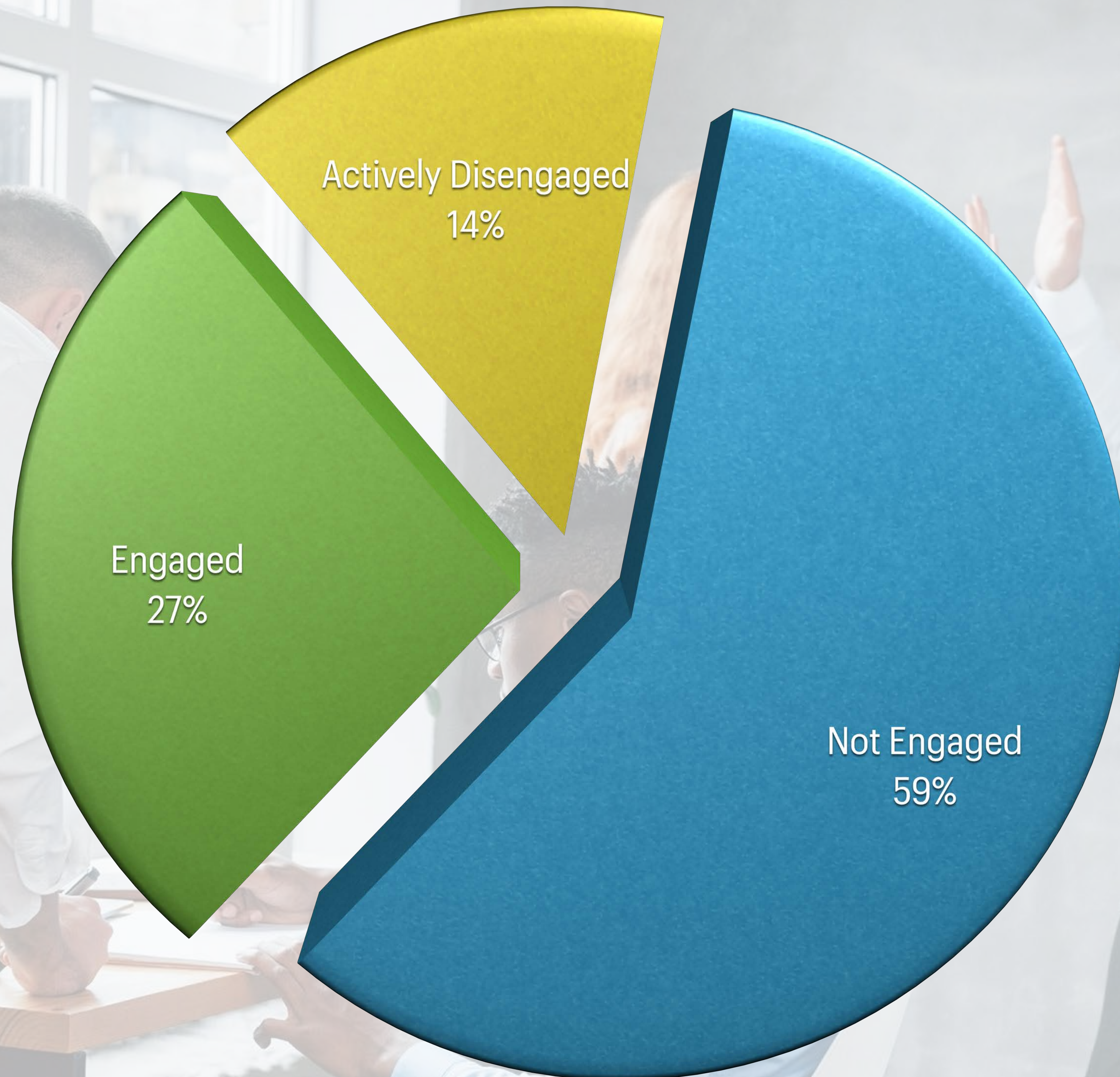




# ABOUT THE NUMBERS

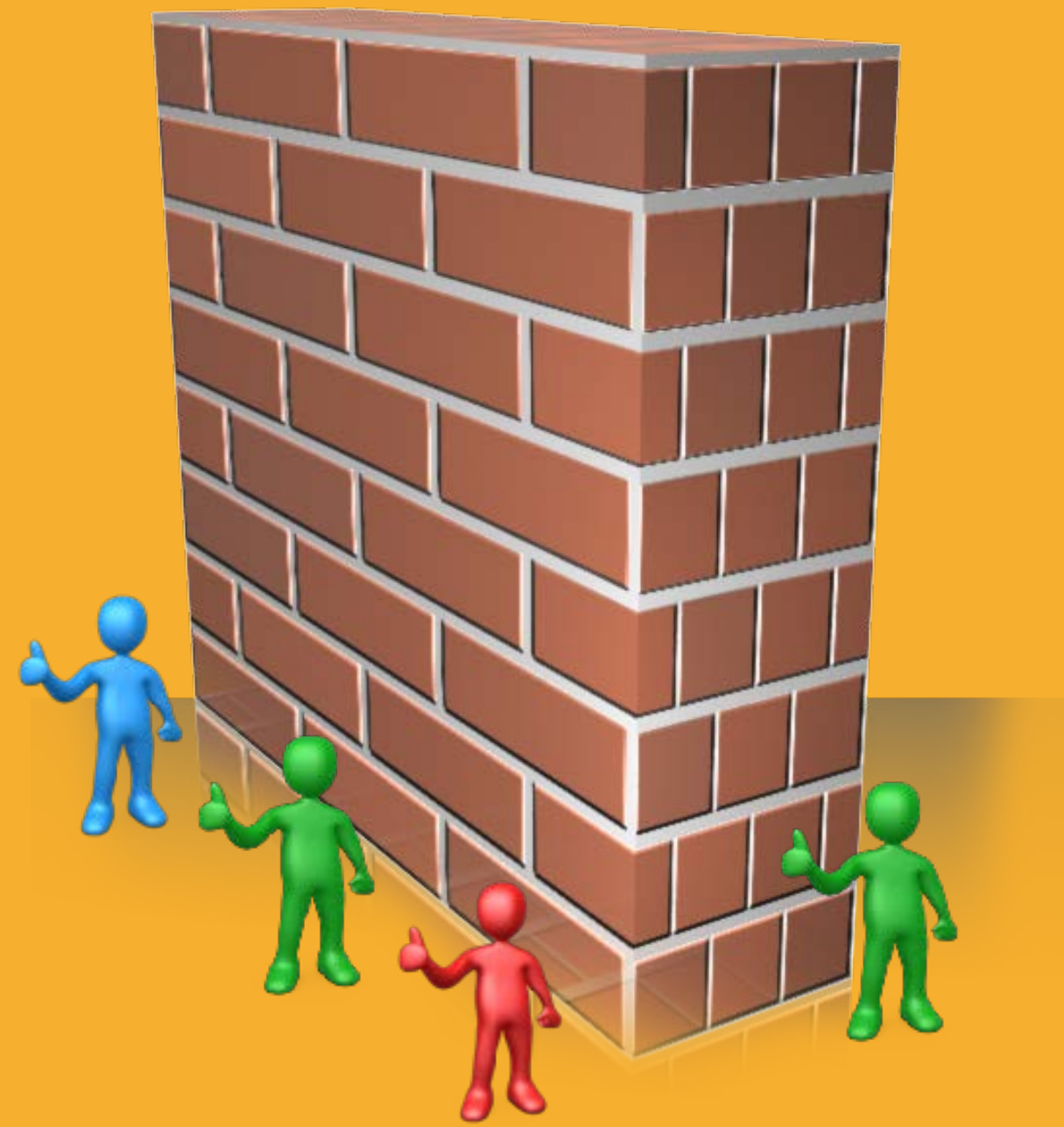






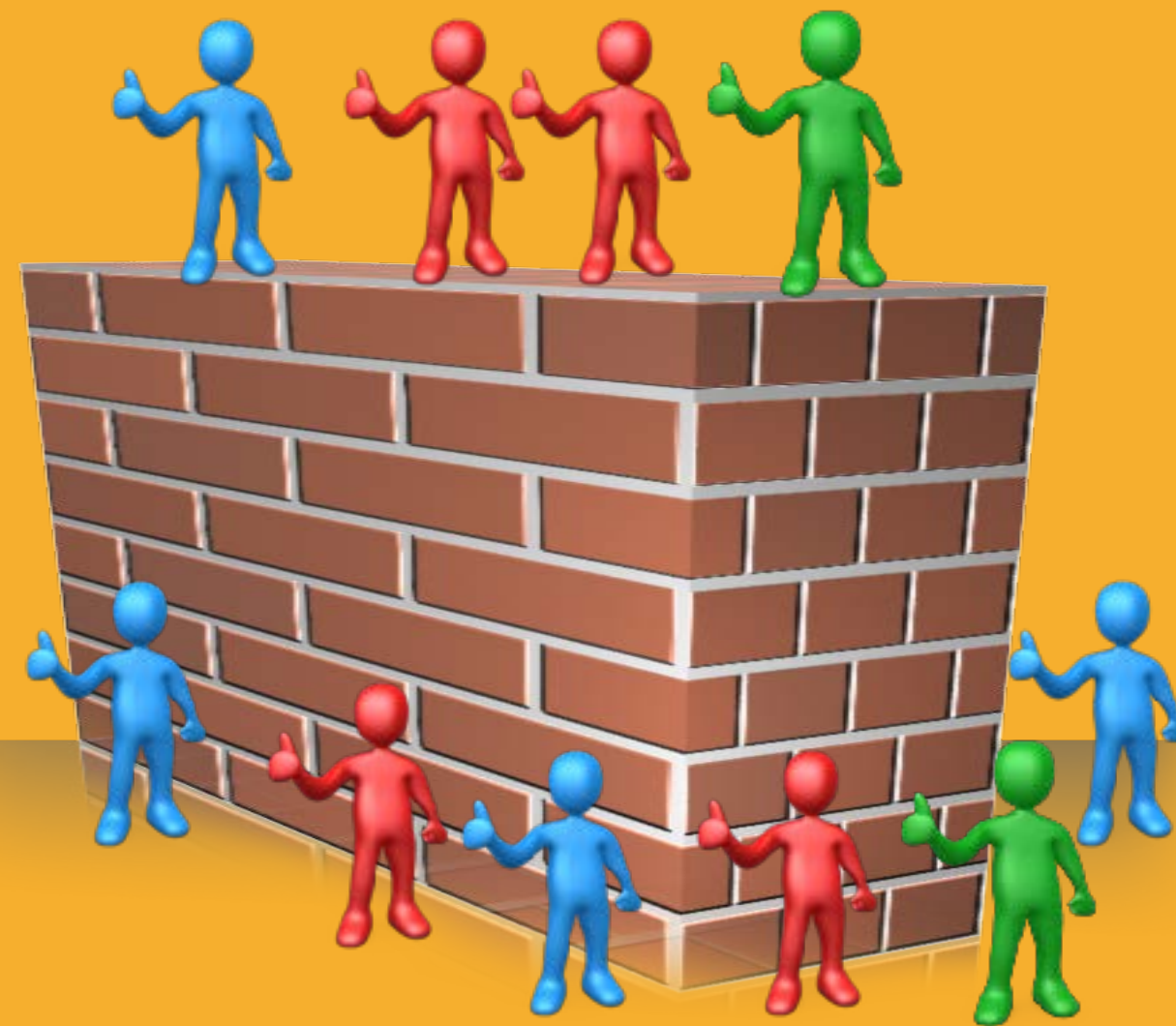


# The Benefit and Cost of Leading and Engaged Team



**\$.90**

Engaged 27%  
60% of productivity



**\$.70**

Disengaged 59%  
60% of productivity



**\$.50**

Actively disengaged 14%  
-20% of productivity



# Culture vs Strategy, what wins?

Culture



Strategy





# Culture eats strategy for lunch







# ✓ Leading an engaged workforce

Let's talk about it.



***Trends  
that will  
impact you  
during***

**2**

**0**

**2**

**1**



# RETIREMENT

✓ The aging population



Where did everyone go?





# The Past 100 Years





# The Next 10 Years

Baby-Boomers Retiring

Bottom of the Baby-Boomers  
and X generations

Junior Staff  
Millennials

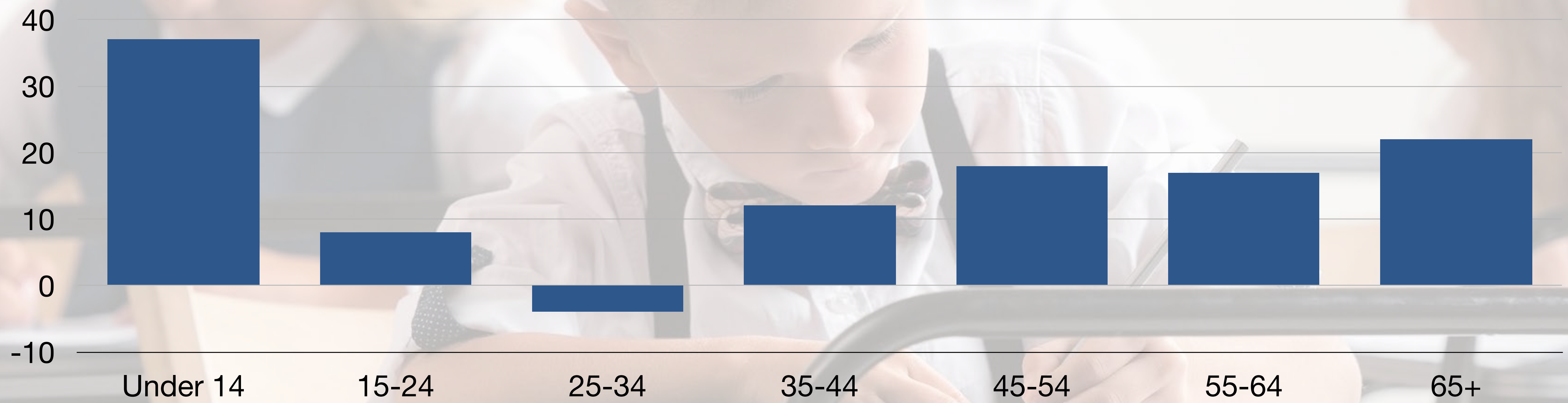
New  
Hires





# POPULATION GROWTH 1950-1960

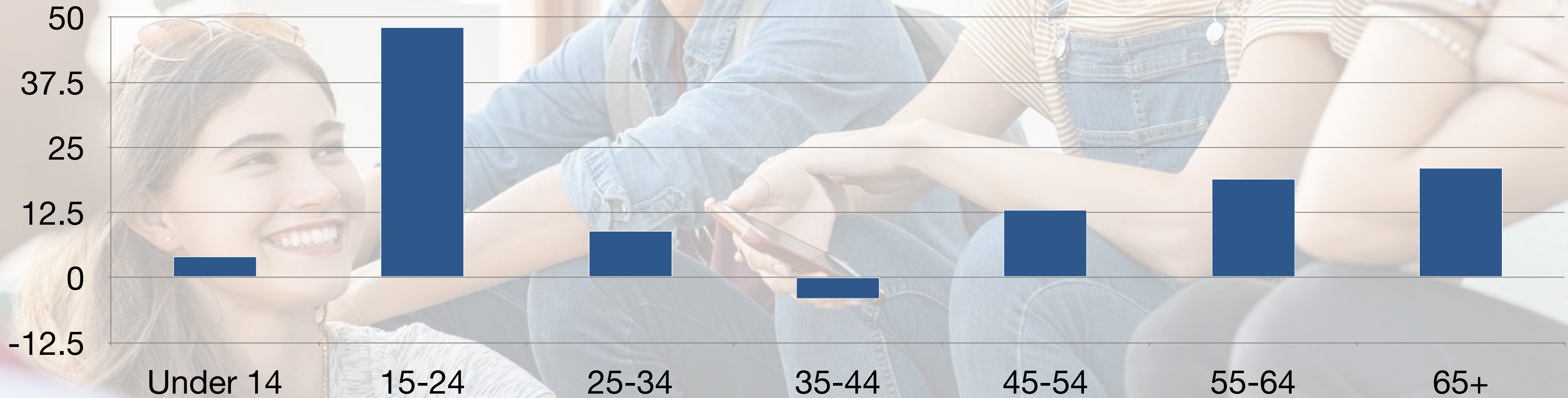
Progression of the Baby Boomers





# POPULATION GROWTH 1960-1970

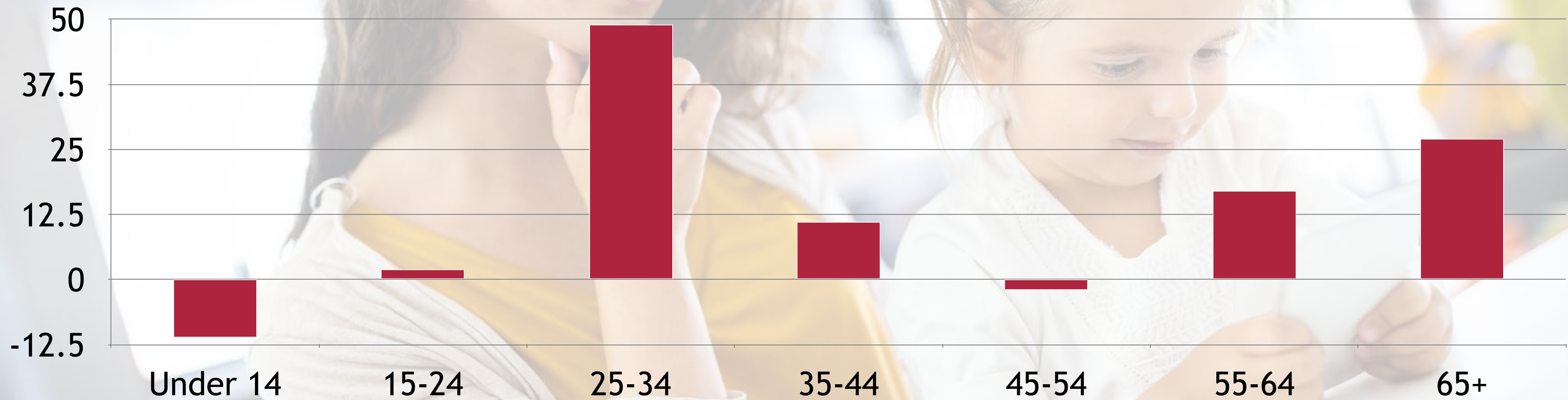
Progression of the Baby Boomers





# POPULATION GROWTH 1970-1980

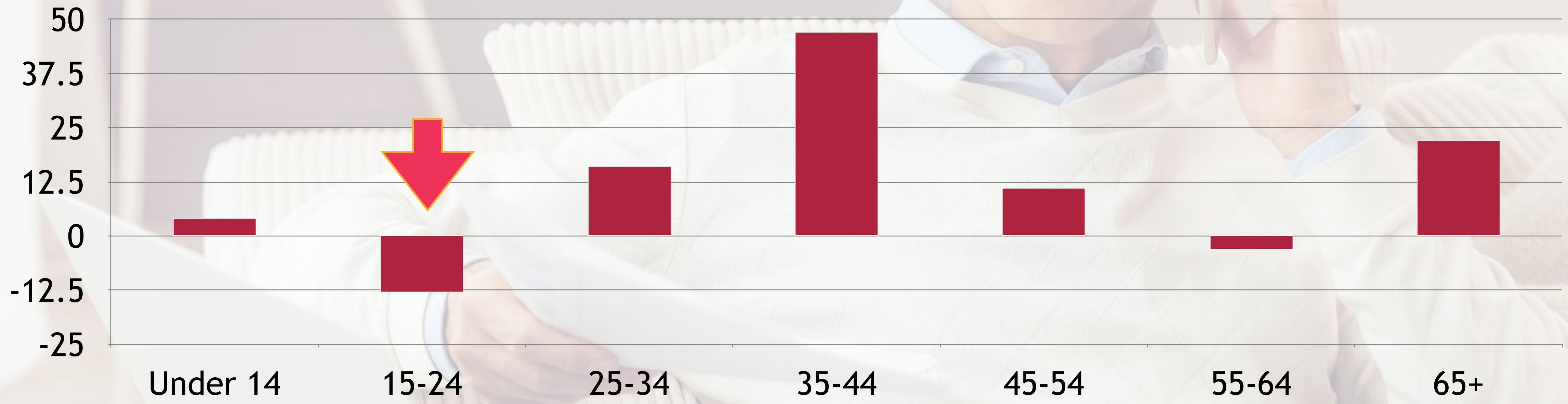
Progression of the Baby Boomers





# POPULATION GROWTH 1980-1990

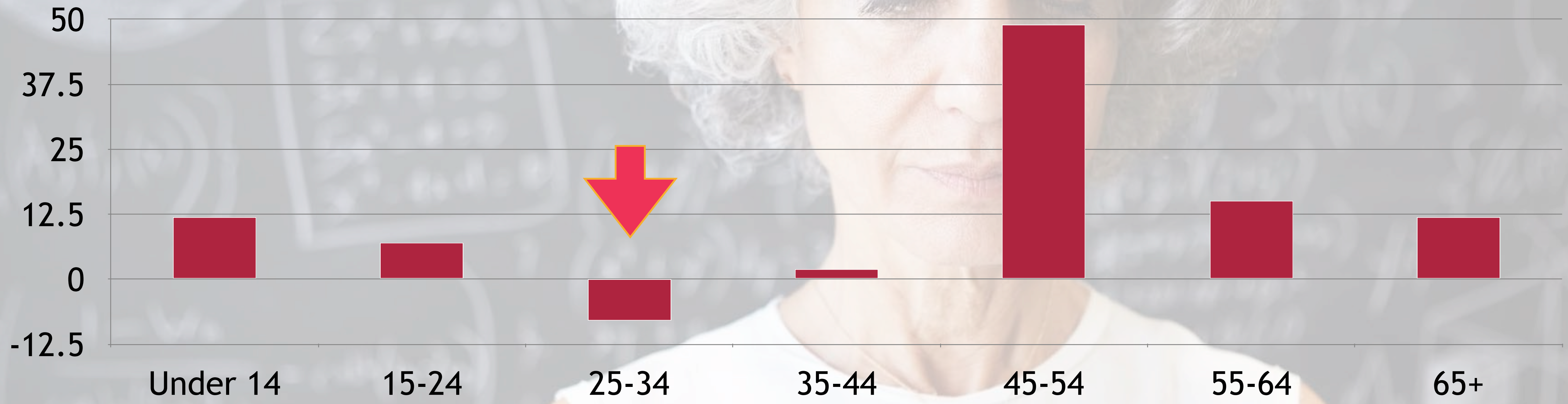
Progression of the Baby Boomers





# POPULATION GROWTH 1990-2000

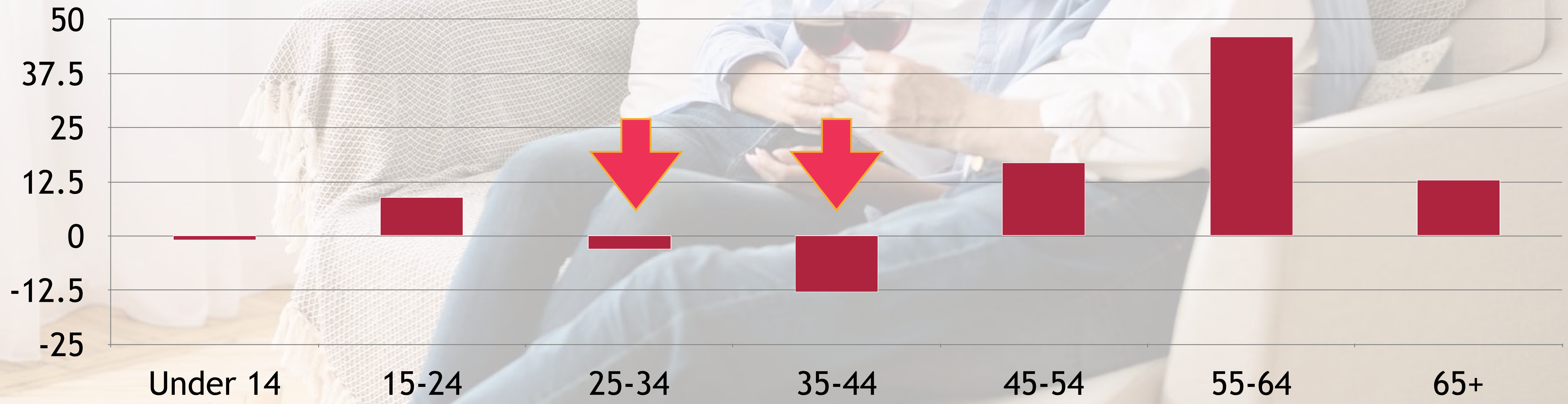
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2010

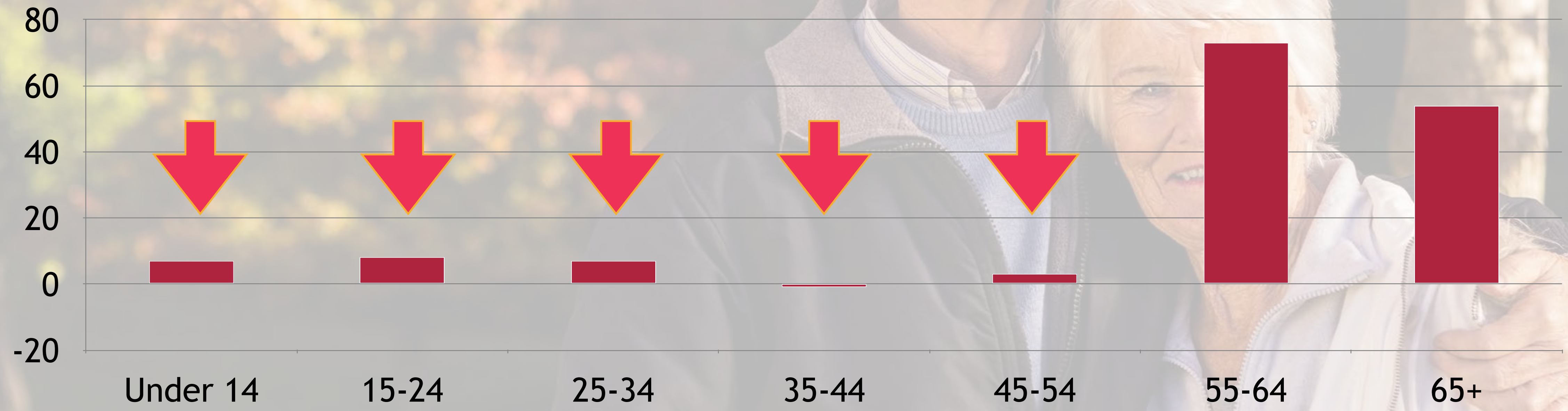
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2020

Progression of the Baby Boomers





# Competition in the future





# Competition in the future

- The current jobless rate is nearing 9.4% in Canada; before the pandemic, it was 5%. There is no reason to believe they will not return to pre-covid rates.
- Attracting talent will become every organization's primary concern
- 15% of engaged employees would consider leaving their employer
- Up to 85% of unengaged employees would leave their employer
- Engaged employees recommend their place of employment as a place to work and do business.





# No Better Time To Be Working

O<sub>1</sub> P<sub>3</sub> P<sub>3</sub> O<sub>1</sub> R<sub>1</sub> T<sub>1</sub> U<sub>1</sub> N<sub>1</sub> I<sub>1</sub> T<sub>1</sub> Y<sub>4</sub>



**THANKS**

Eddie LeMoine

**Q**

**&**

**A**





Three questions all  
employees ask.

---

*“These three questions are  
more important now than  
ever.”*



# 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





Many employees  
are doing things  
we did not hire  
them to do.

---







- ✓ **We keep hearing about resilience.**
- ✓ **What makes a resilient leader.**







*Inspired by  
others success*

A resilient leader's  
essential mindset  
is when they see  
someone else  
succeed, they  
think, "If they can  
do it, I can do it."





✓ **Six key attributes to successful leadership in 2021**

*What Leaders need to know*





# ● Empathy

Put yourself in the shoes of your clients, employees and partners.







# ● Flexibility

Leaders will have to show flexibility or a willingness to do things differently.



# ● Truthfulness and Trust

Be clear about what  
you know **AND** what  
you don't know.

T<sub>1</sub> R<sub>1</sub> U<sub>1</sub> S<sub>1</sub> T<sub>1</sub>

M<sub>3</sub> E<sub>1</sub>

3





4

# ● Clarity

---

**Be clear about the plans of your organization and the role people play in achieving organizational objectives.**



# Communication

Communication has always been a crucial factor in engagement; however, it is more critical now than ever.





E<sub>1</sub> M<sub>3</sub> P<sub>3</sub> O<sub>1</sub> W<sub>4</sub> E<sub>1</sub> R<sub>1</sub> E<sub>1</sub> D<sub>2</sub>

6

# Empowerment

It is essential to empower your employees to assist with rapid decision-making during a crisis.



# Three steps to closing the engagement gap

Know them



Develop them



Inspire them



*Fredie LeMoine*  
PROFESIONAL SPEAKER



# Three steps to closing the engagement gap

Know them



*Fredie LeMoine*  
PROFESIONAL SPEAKER



# Getting to Know them

---

Gender  
Culture  
Age





# 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

Loyal

Strong interpersonal skills

Like flexitime

Promotions from tenure, ethical

Occupy many board positions on federal and provincial lobby groups





## Baby Boomers (1946 – 1964)

You are a baby boomer if you remember.....





## Baby Boomers (1946 – 1964)

You are a baby boomer if you remember.....





## Baby Boomers (1946 – 1964)

You are a baby boomer if you remember.....





## 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

### 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

### *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

### *Key influencers*

- David Beckham
- MTV
- The cast of Friends





## Generation Y (1979-1994)

### *Thoughts about them*

- Coddled
- Idealistic
- Most managed generation ever

### *Key influencers*

- Justin Timberlake
- Paris Hilton
- TMZ

### *Major Events*

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

### *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



## Generation Z/Boomerlets Born After 1995

- They are Savvy consumers, and they know what they want and how to get it.
- Have Eco-fatigue: tired of hearing about the environment and the many ways we have to save it.
- Raised by institutions and electronics
  - Smartphones
  - In-car entertainment
  - Video Games







## Matures and Boomer

- Much more influenced by the Great Depression
- Links happiness to the outcome
- Motivated by fear
- Technology resistant

# Generation comparisons

## Generation X, Y and Z

- They do not have a memory of a genuine lack
- More concerned with happiness today
- Motivated by pleasure
- Technology savvy



**THANKS**

Eddie LeMoine

**Q**

**&**

**A**



---

**NINE THINGS LEADERS  
SHOULD BE DOING  
DURING THIS PANDEMIC.**



VISION  
MARKETING  
PROACTIVE  
PLANNING  
SOLUTION  
BUSINESS  
MANAGEMENT  
ANALYSIS



# Increase communication with your staff

---

Increase communication with your staff on the pandemic's progress and its impact on your organization, and what systems and tools you are providing to assist them.







## Determine areas of risk

---

Determine areas of risk, do you have the staff and training to work virtually, is your supply chain at risk, do you have the infrastructure for remote operations.



# Develop a communication plan

---

Develop a communication plan to ensure constant communication is in place with all of your stakeholders.





A woman with dark hair tied back, wearing glasses and a dark blazer over a blue and white striped shirt, is seated at a desk in a modern office. She is looking at a laptop screen. The background shows a blurred office environment with a brick wall and a window. A large white number '4' is overlaid on the left side of the image.

## **Confirm employees have the necessary capabilities**

---

Confirm employees have the necessary capabilities, including access to essential share drives, documents and other critical tools, to perform crucial tasks remotely.



# Review operational procedure

---

Review the relevant operational procedure and update them if not applicable to the current situation.



5





## Update Contact Information

---

Ask employees to confirm and update all of their contact information to ensure you have all of the correct addresses, phone numbers etc.



# Conduct training programs

---

Conduct training programs with your staff to assist them with technology and resilience.







## Invest in the technical infrastructure

---

Invest in the technical infrastructure and capability to support a virtual work environment (software, hardware, bandwidth and training).



# Evaluate your current employee base

---

Evaluate your current employee base to ensure you have the right skill set to work in this environment.

9

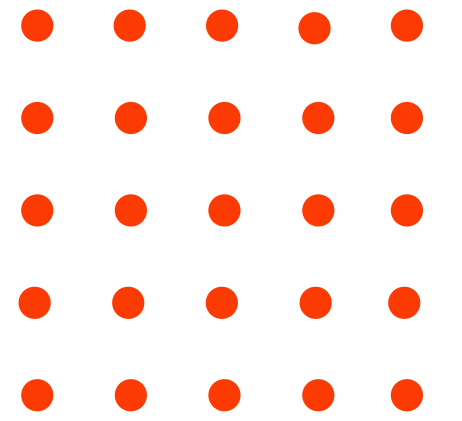




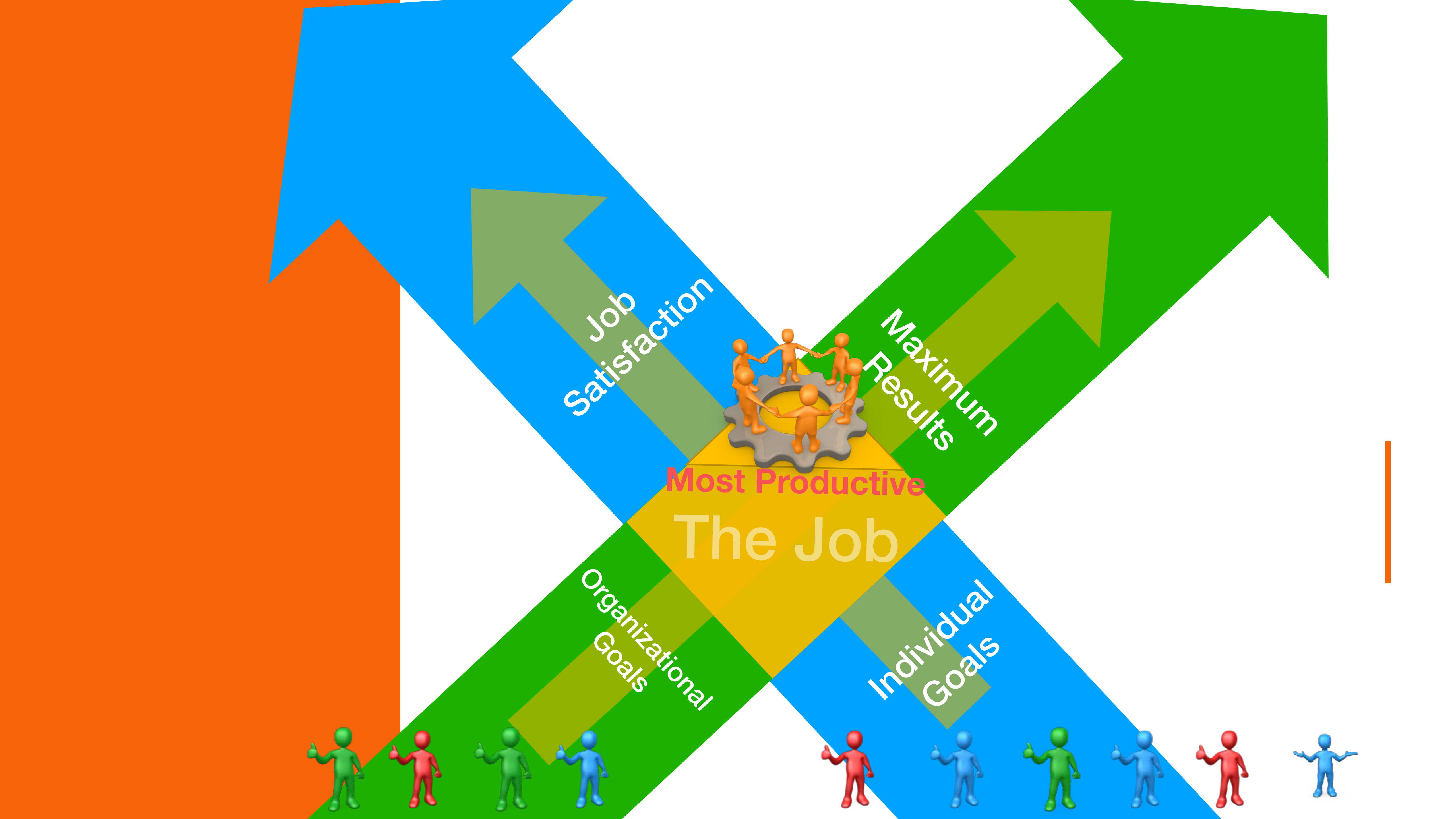


# Agenda.

1. Bring About What you Think About “The Importance of the right mindset”
2. How to engage your team during the pandemic
3. Trends in the Canadian employment sector
4. Reasons people join, stay and leave their employers
5. Six key attributes to successful leadership in 2021
6. Three steps to closing the engagement gap







Job Satisfaction

Maximum Results

Most Productive  
The Job

Organizational Goals

Individual Goals



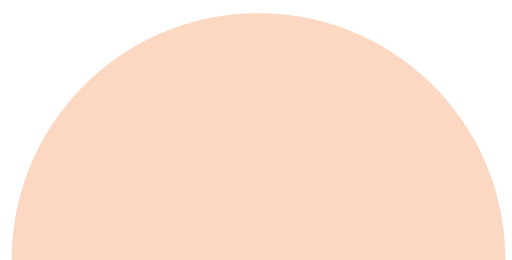
Values  
Safety  
Interest  
Career goals  
Work/life balance



# Most Productive

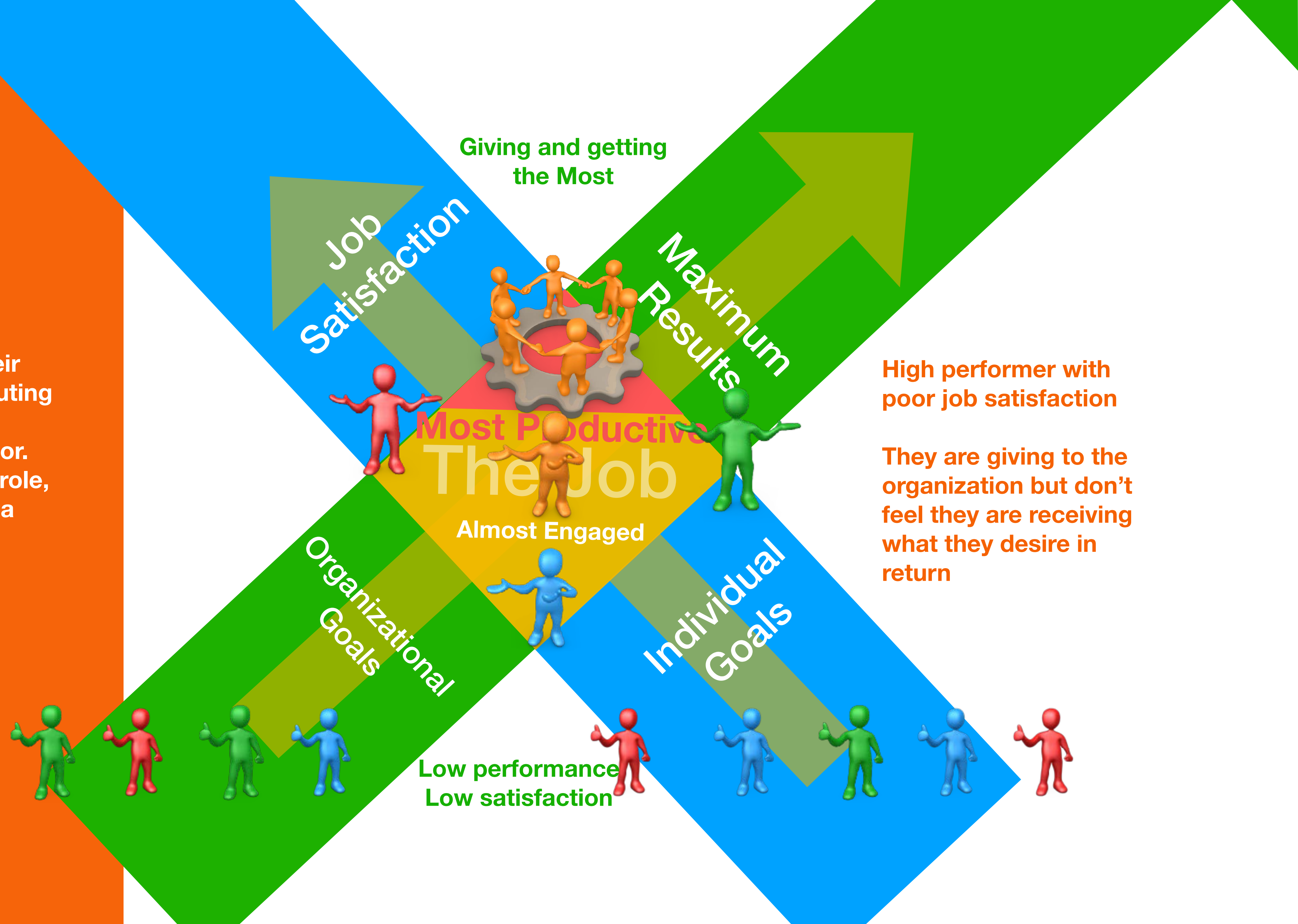
Giving and getting the most

Achievement-Camaraderie (Teamwork)-Reward





Low performance  
highly engaged  
They are satisfied in their  
role but are not contributing  
to the results the  
organization is hoping for.  
1. maybe in the wrong role,  
2. happy to perform at a  
lower level  
3. new employees

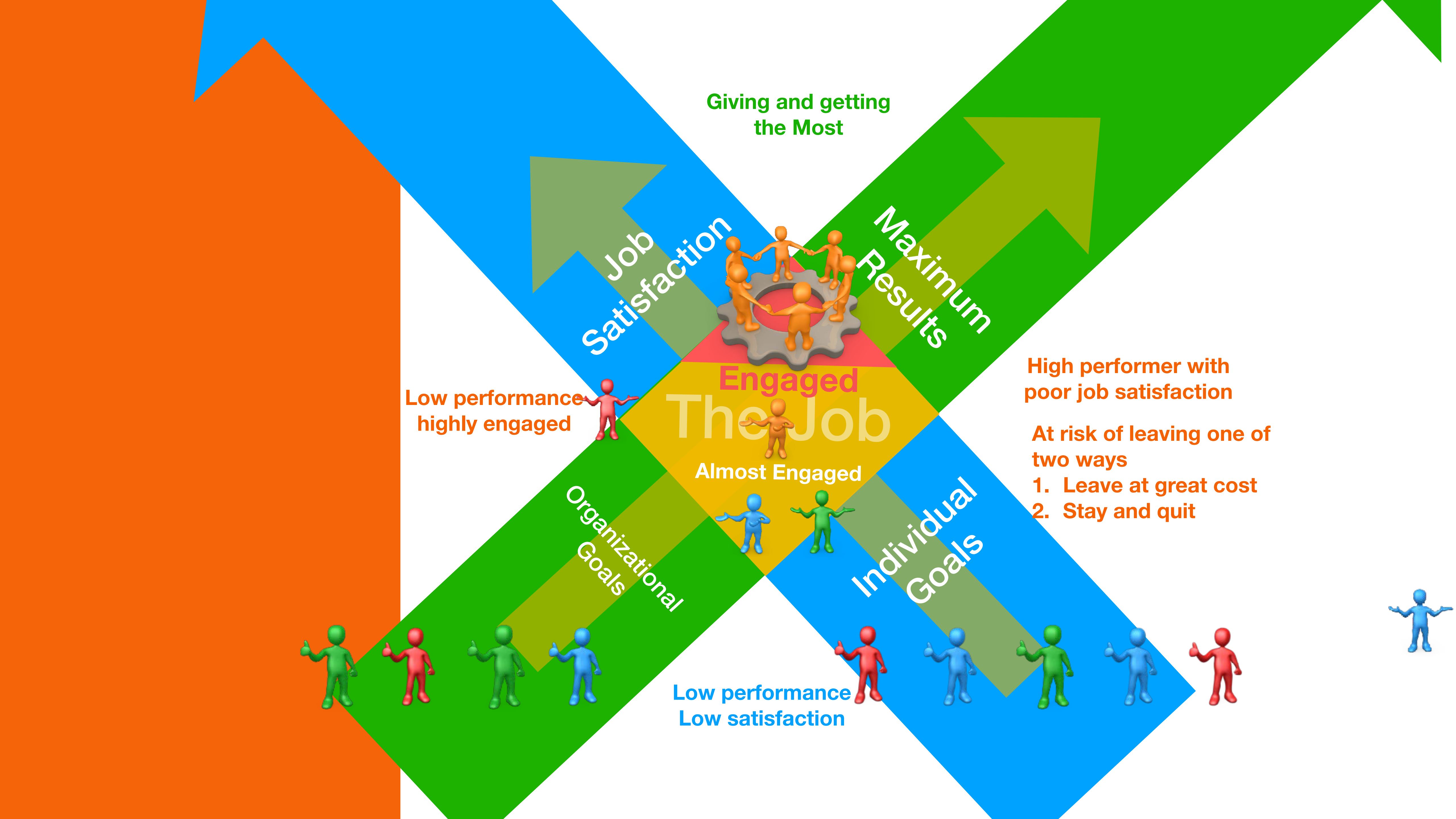


High performer with  
poor job satisfaction

They are giving to the  
organization but don't  
feel they are receiving  
what they desire in  
return

Low performance  
Low satisfaction





Giving and getting the Most

Job Satisfaction

Maximum Results

Engaged The Job

Almost Engaged

Organizational Goals

Individual Goals

Low performance highly engaged

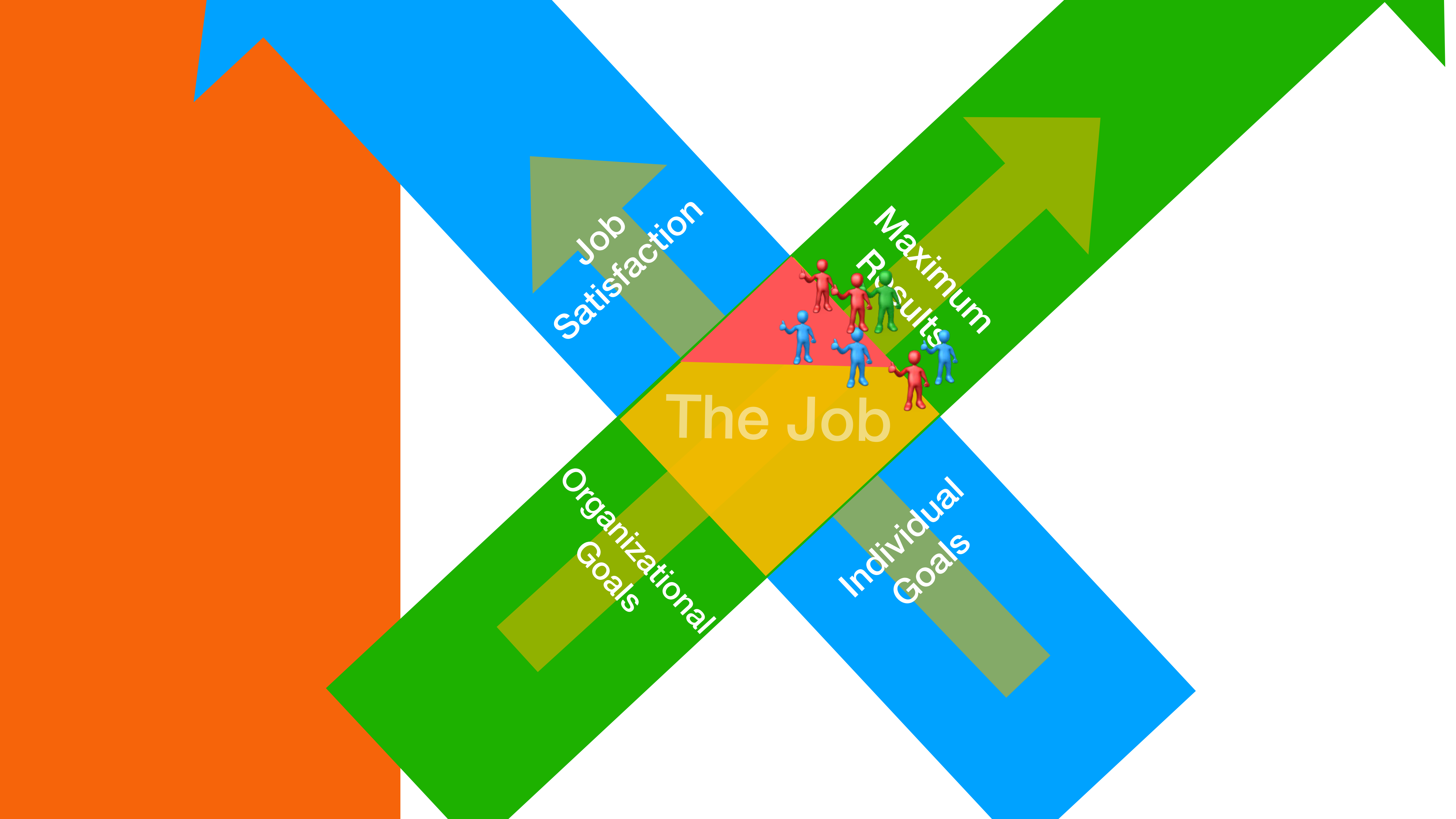
High performer with poor job satisfaction

At risk of leaving one of two ways

- 1. Leave at great cost
- 2. Stay and quit

Low performance Low satisfaction





Job Satisfaction

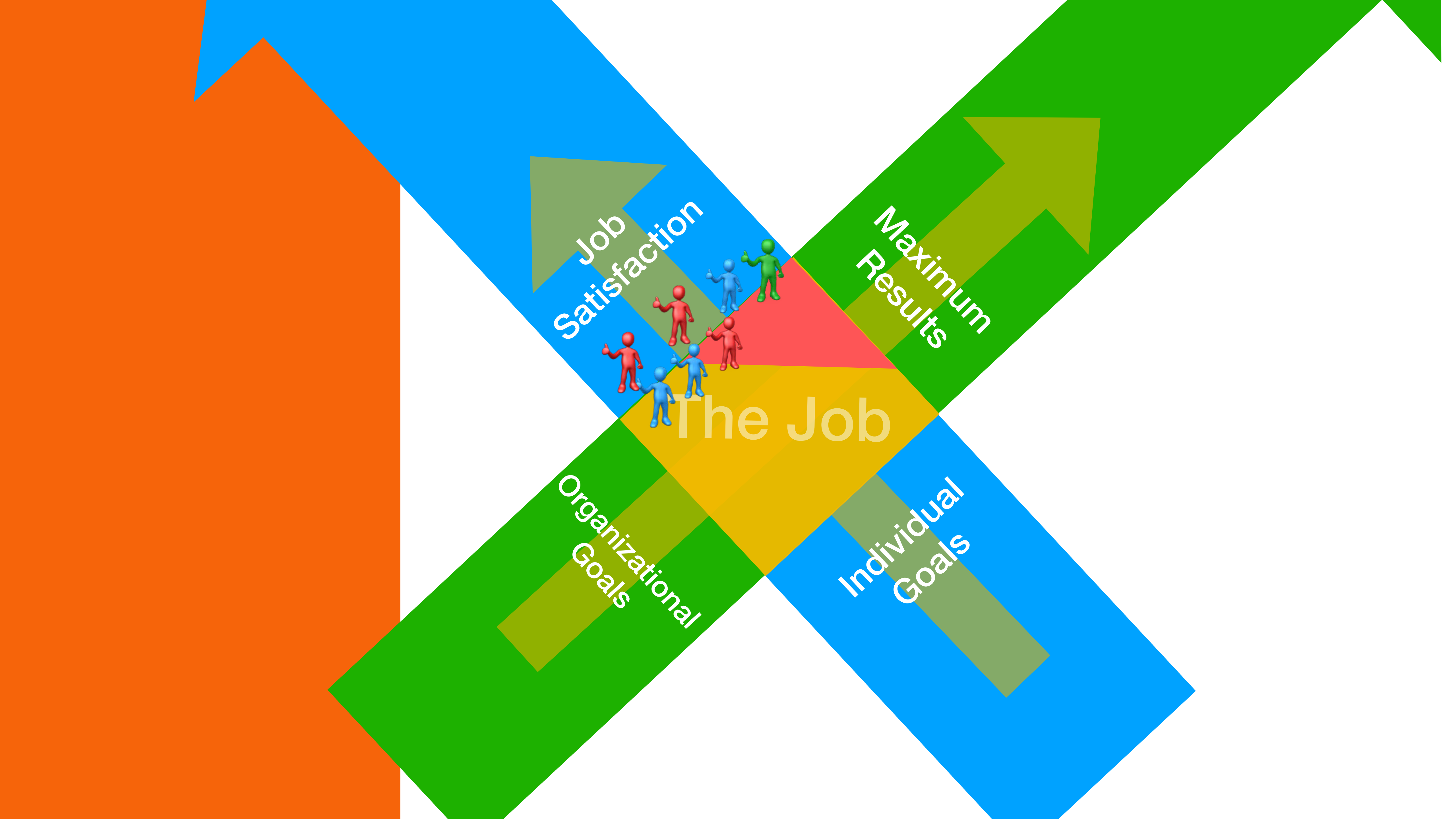
Maximum Results

The Job

Organizational Goals

Individual Goals





Job Satisfaction

Maximum Results

Organizational Goals

Individual Goals

The Job





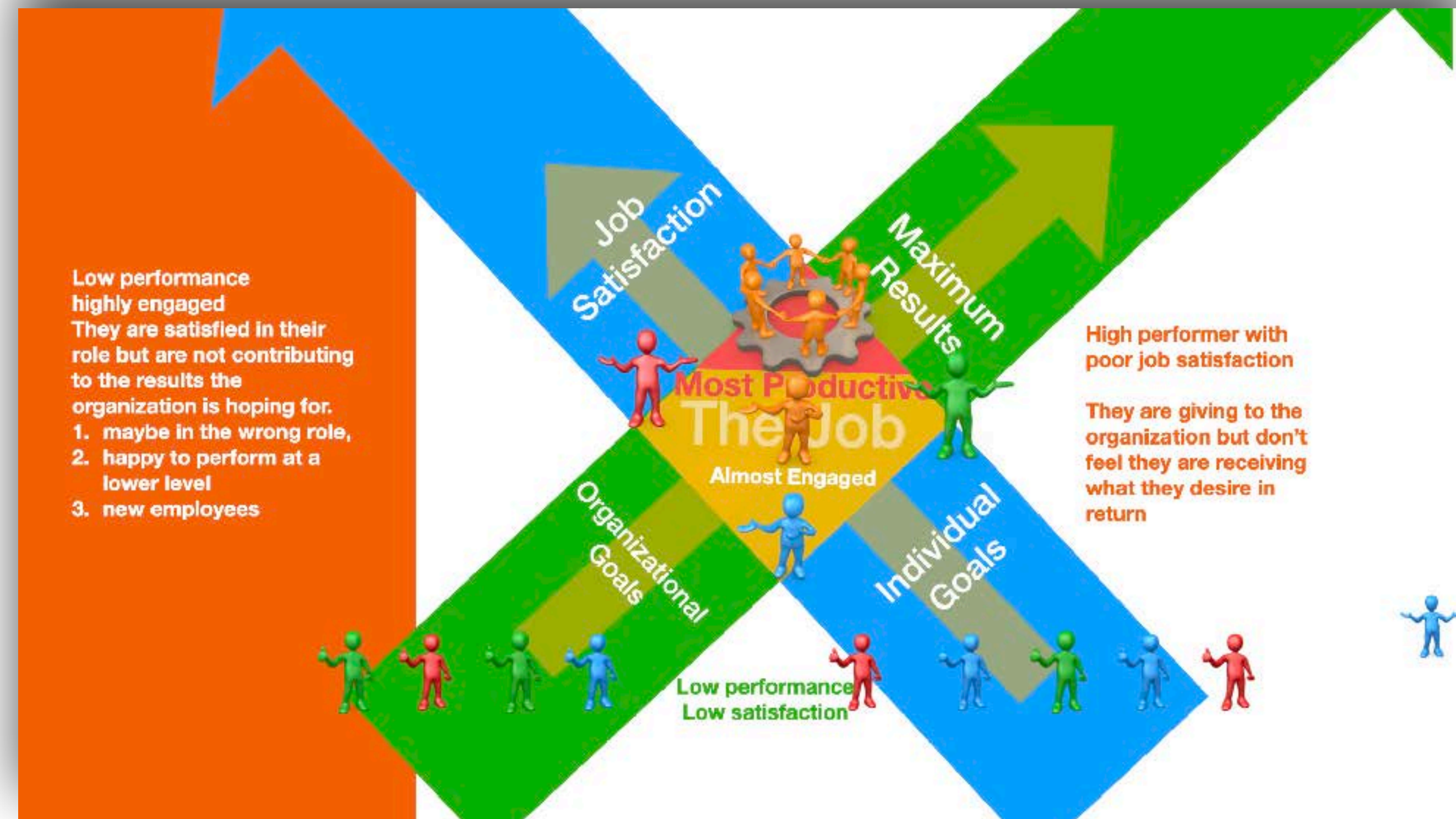
So if I leave what does it cost you?





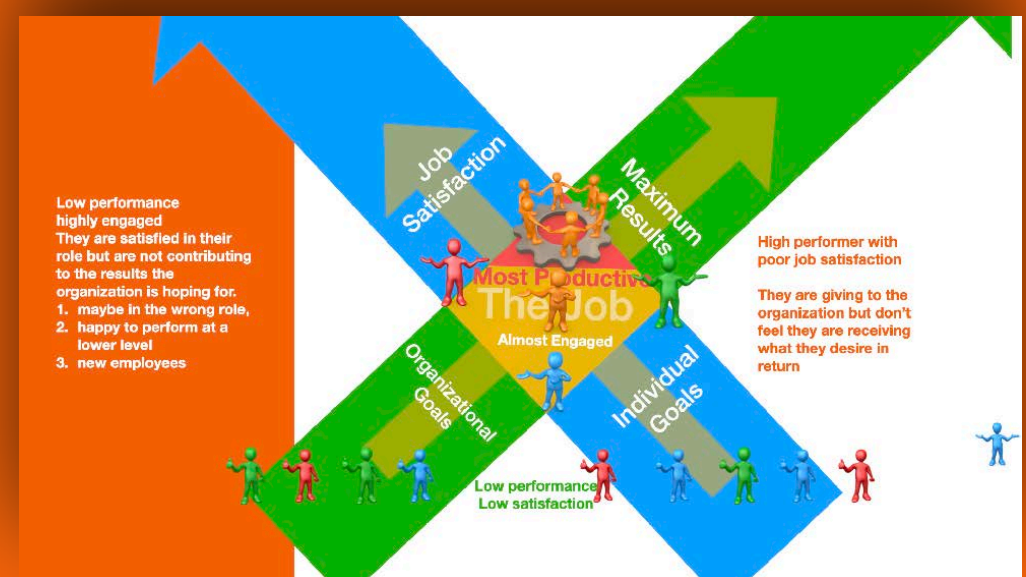
# Making it work.

Applying it to the real world





- ★ Values
- ★ Interest
- ★ Career goals
- ★ Work/life balance



A team sport played at an individual level



Giving and getting  
the Most

Job  
Satisfaction

Maximum  
Results



Most Productive

The Job

Almost Engaged

Low performance  
Low satisfaction



Individual  
Goals

Organizational  
Goals

Low performance  
highly engaged  
They are satisfied in their  
role but are not contributing  
to the results the  
organization is hoping for.

High performer with  
poor job satisfaction  
They are giving to the  
organization but don't



Giving and getting  
the Most

Job  
Satisfaction

Maximum  
Results

## Who am I in your organization?

1. What is my Name?
2. Why do you think I am not satisfied with my job?
3. What can you do to help?



High performer with  
poor job satisfaction

They are giving to the organization  
but don't feel they are receiving

Organizational  
Goals

Individual  
Goals



Giving and getting  
the Most

Job  
Satisfaction

Maximum  
Results



Most Productive

The Job

High performer with  
poor job satisfaction

They are giving to the  
organization but don't feel they  
are receiving what they desire in  
return

Almost Engaged



Low performance  
Low satisfaction



Organizational  
Goals

Individual  
Goals

Low performance  
highly engaged  
They are satisfied in their role  
but are not contributing to the  
results the organization is  
hoping for.

1. maybe in the wrong role,
2. happy to perform at a lower  
level
3. new employees



Giving and getting  
the Most

Job  
Satisfaction

Maximum  
Results

## Who am I in your organization?

1. Why am I performing below your expectation?
2. Do you have me in the right role?
3. Do I need some additional training or onboarding?

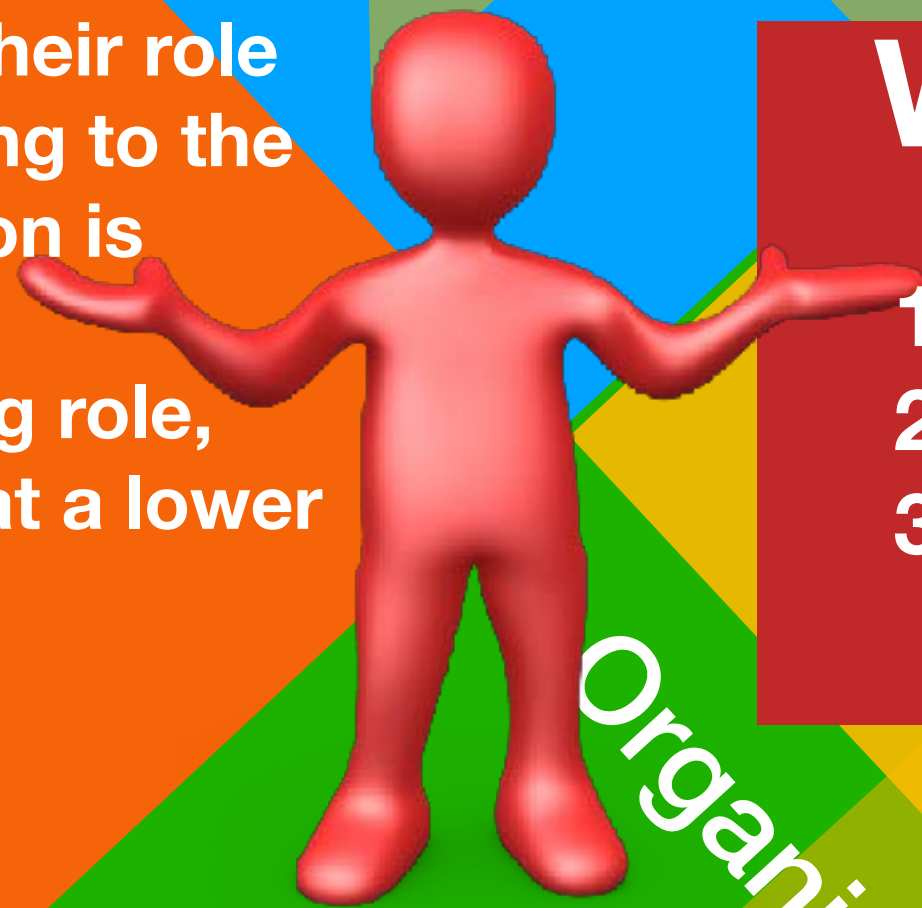
Organizational  
Goals

Individual  
Goals

Low performance  
highly engaged

They are satisfied in their role  
but are not contributing to the  
results the organization is  
hoping for.

1. maybe in the wrong role,
2. happy to perform at a lower  
level
3. new employees





Giving and getting the Most

Job Satisfaction

Maximum Results



Most Productive

The Job

High performer with poor job satisfaction

They are giving to the organization but don't feel they are receiving what they desire in return

Almost Engaged



Low performance  
Low satisfaction



Organizational Goals

Individual Goals

Low performance highly engaged  
They are satisfied in their role but are not contributing to the results the organization is hoping for.

- 1. maybe in the wrong role,
- 2. happy to perform at a lower level
- 3. new employees



**Giving and getting  
the Most**

**Job  
Satisfaction**

**Maximum  
Results**

## **Who am I in your organization?**

- 1. Why am I not performing at my full potential?**
- 2. Am I at risk of leaving?**
- 3. Do you know what my strengths are?**
  - Potentially 59% of the employees**
  - 85% of these employees are open to leaving their employers**



**Organizational  
Goals**

**Individual  
Goals**



Giving and getting the Most

Job Satisfaction

Maximum Results

Most Productive

The Job

Almost Engaged

Low performance  
Low satisfaction

Organizational Goals

Individual Goals

Low performance highly engaged  
They are satisfied in their role but are not contributing to the results the organization is hoping for.

1. maybe in the wrong role,
2. happy to perform at a lower level
3. new employees

High performer with poor job satisfaction

They are giving to the organization but don't feel they are receiving what they desire in return





Giving and getting  
the Most

Job  
Satisfaction

Maximum  
Results

## Who am I in your organization?

1. Why am I still here?
2. What can you do to engage me?
3. Am I impacting your results?



Low performance  
Low satisfaction

Organizational  
Goals

Individual  
Goals



**THANKS**

Eddie LeMoine

**T H A N K Y O U**