

Find People

Keep People

Inspire People



Eddie LeMoine

- **Bestselling author**
- **keynote speaker**
- **Seminar leader and corporate trainer**
- **40 plus years of experience**

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- Trends in the employment sector
- Scare the "bejeebers" out of you!
- Why engagement is your best solution
- Reasons people join, stay and leave their employers
- Six critical attributes to successful leadership in 2024
- Three steps to closing the engagement gap

Agenda



Eddie LeMoine



Remember when?



Remember when?



What Happened?

A group of five diverse professionals (three men and two women) are seated around a white table in a meeting room. They are looking at a laptop screen. In the background, a green wall features the text 'IT'S THE POWER OF THIS PLACE' in large white letters. A large yellow circle is overlaid on the bottom right of the image.

Employee Engagement

It's not that way for
everyone

A path to success



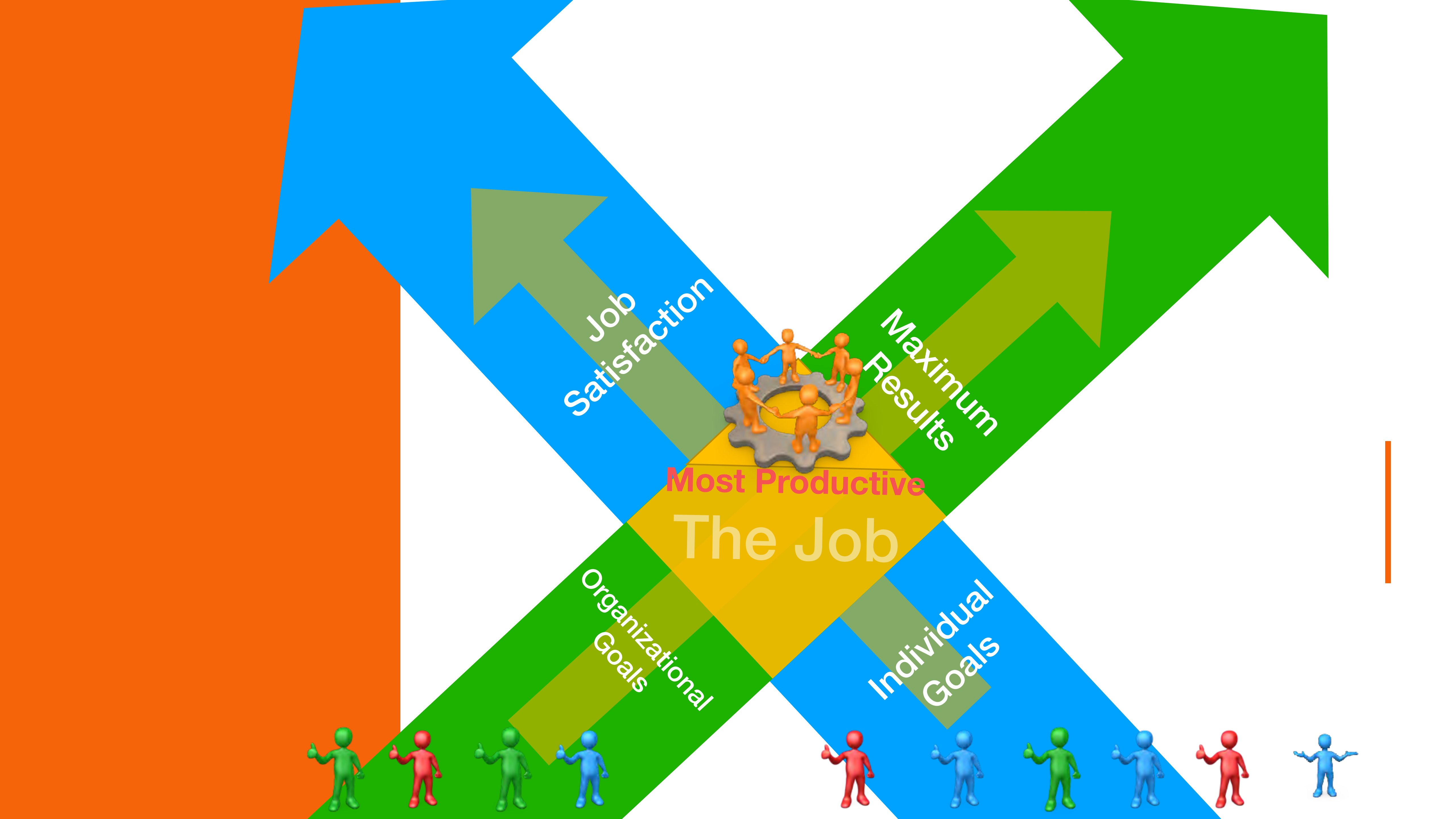
**Your company has
a set of goals to
measure success.**

Path to Success ✓

Highly Engaged
Workforce

Employees are looking for:

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



Values
Safety
Interest
Career goals
Work/life balance



Most Productive
Giving and getting the most



I love to do research....

- Conference Board
- Federal Government
- Blessings White
- Towers Watson
- Melcrum
- Gallup

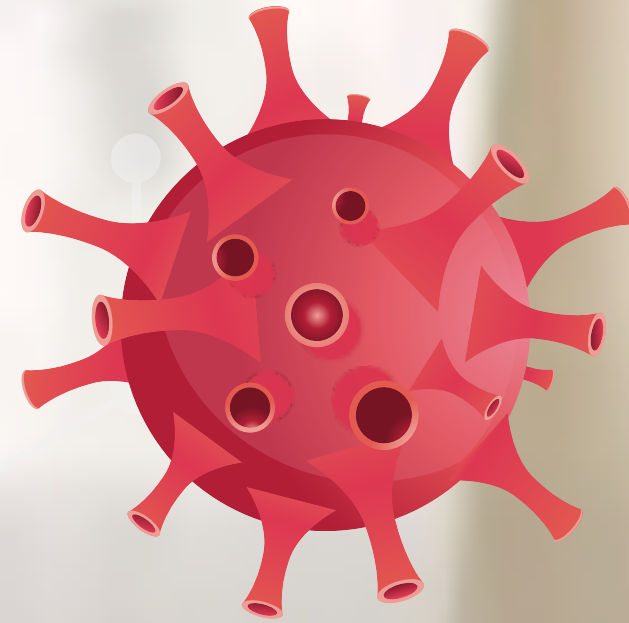
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You will be like this

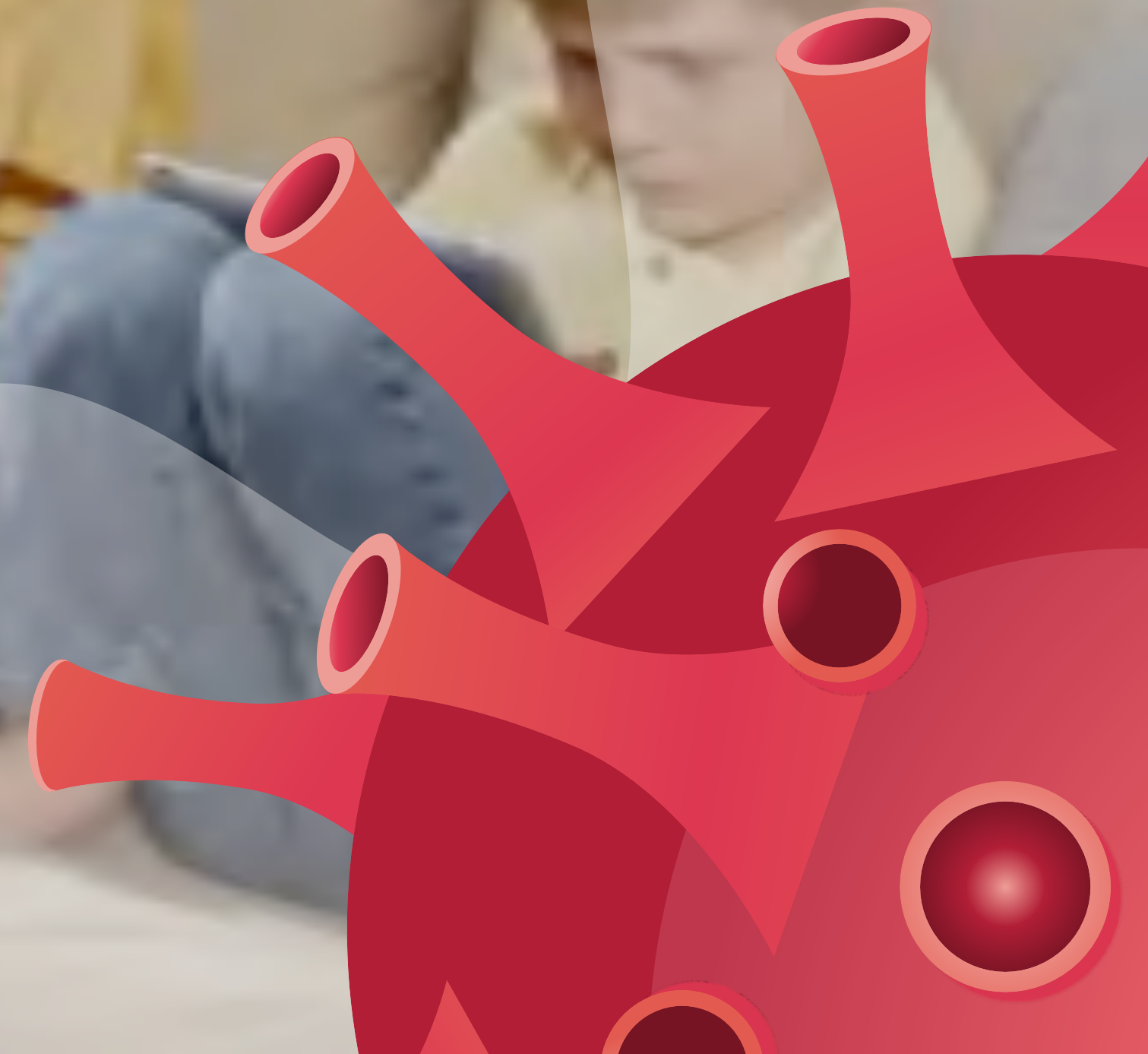
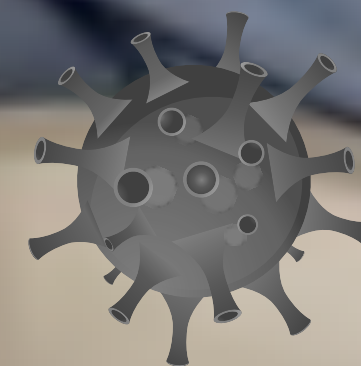
Trends that will impact you during



What will work look like after the pandemic.

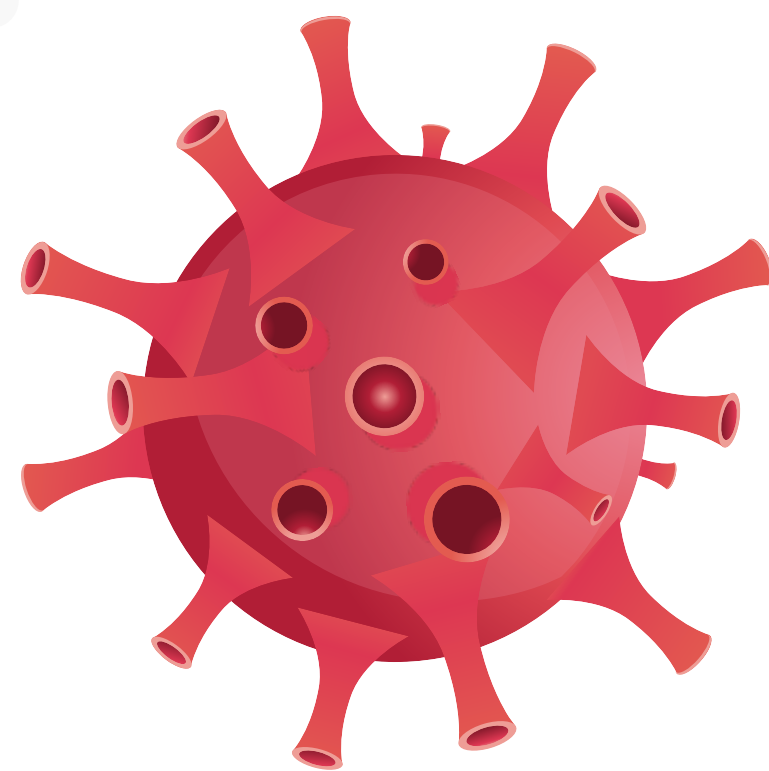
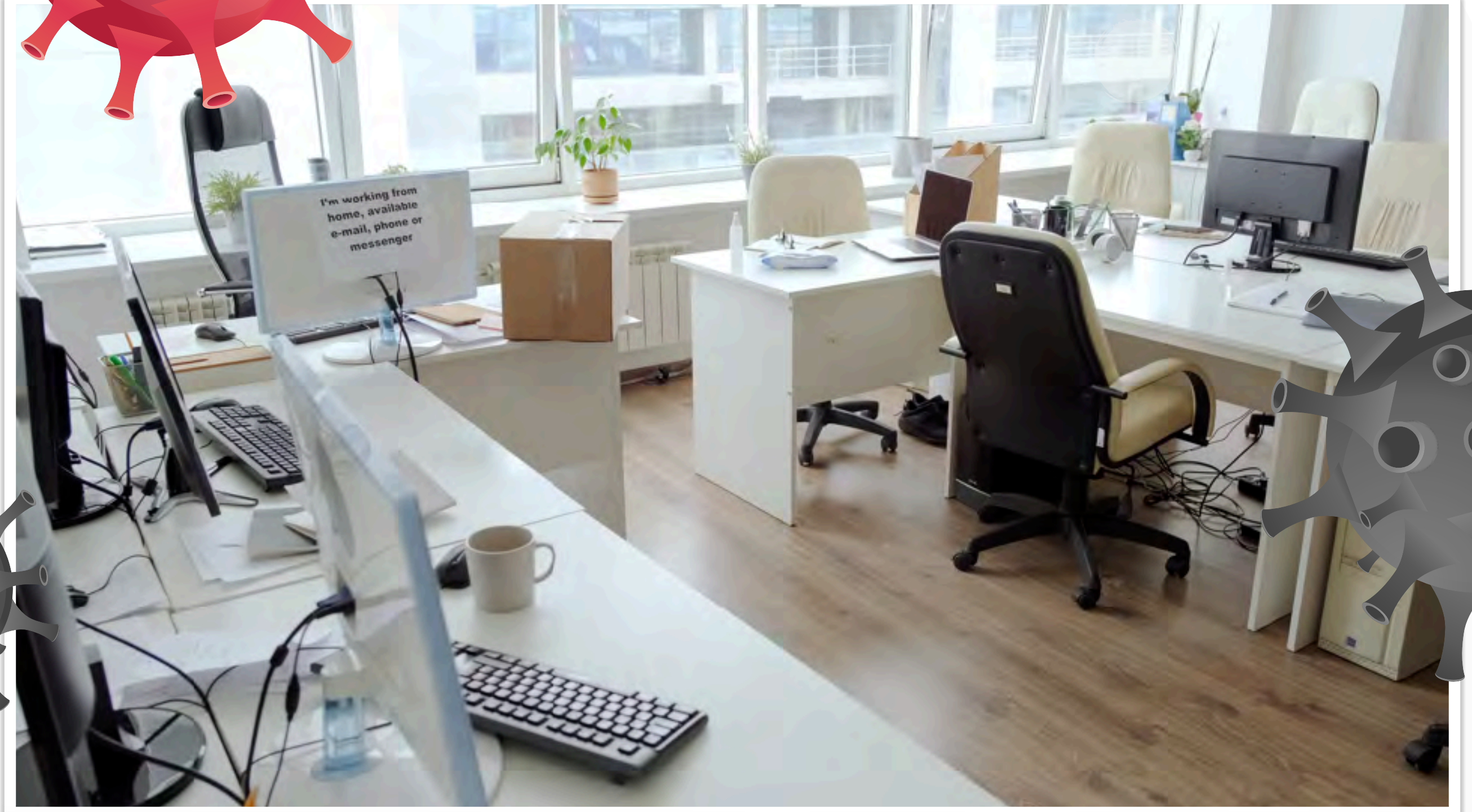


“



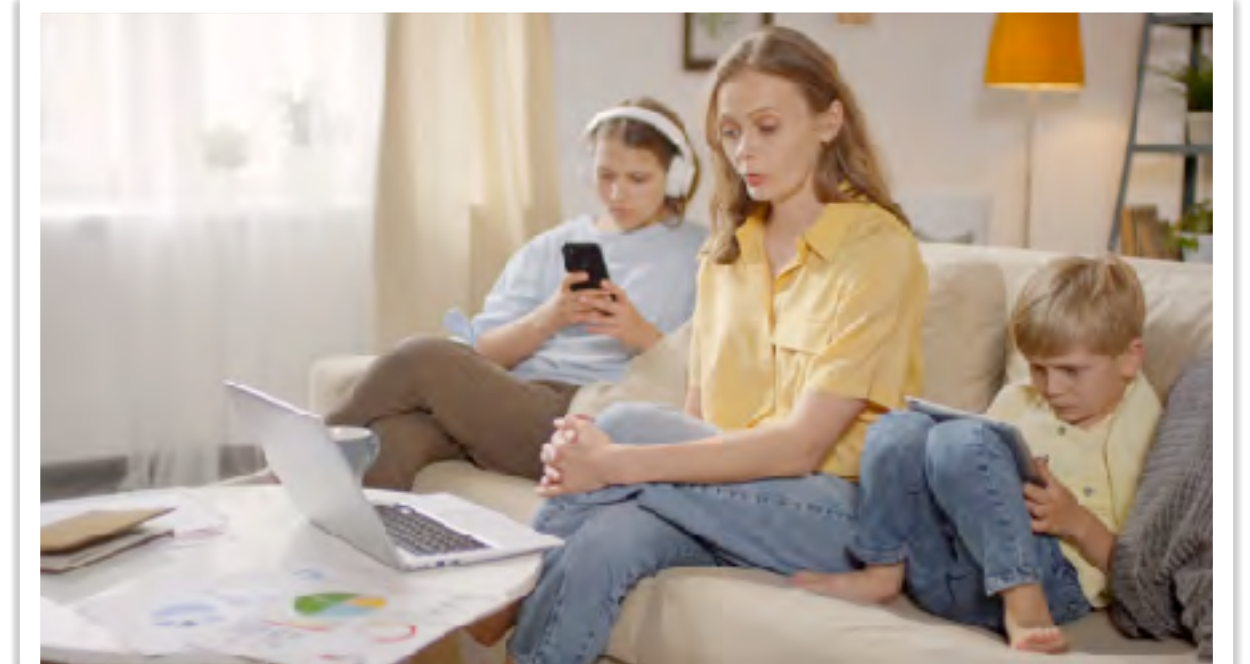
It will never go
back **to the way**
it was.

Key Drivers of Change



“

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

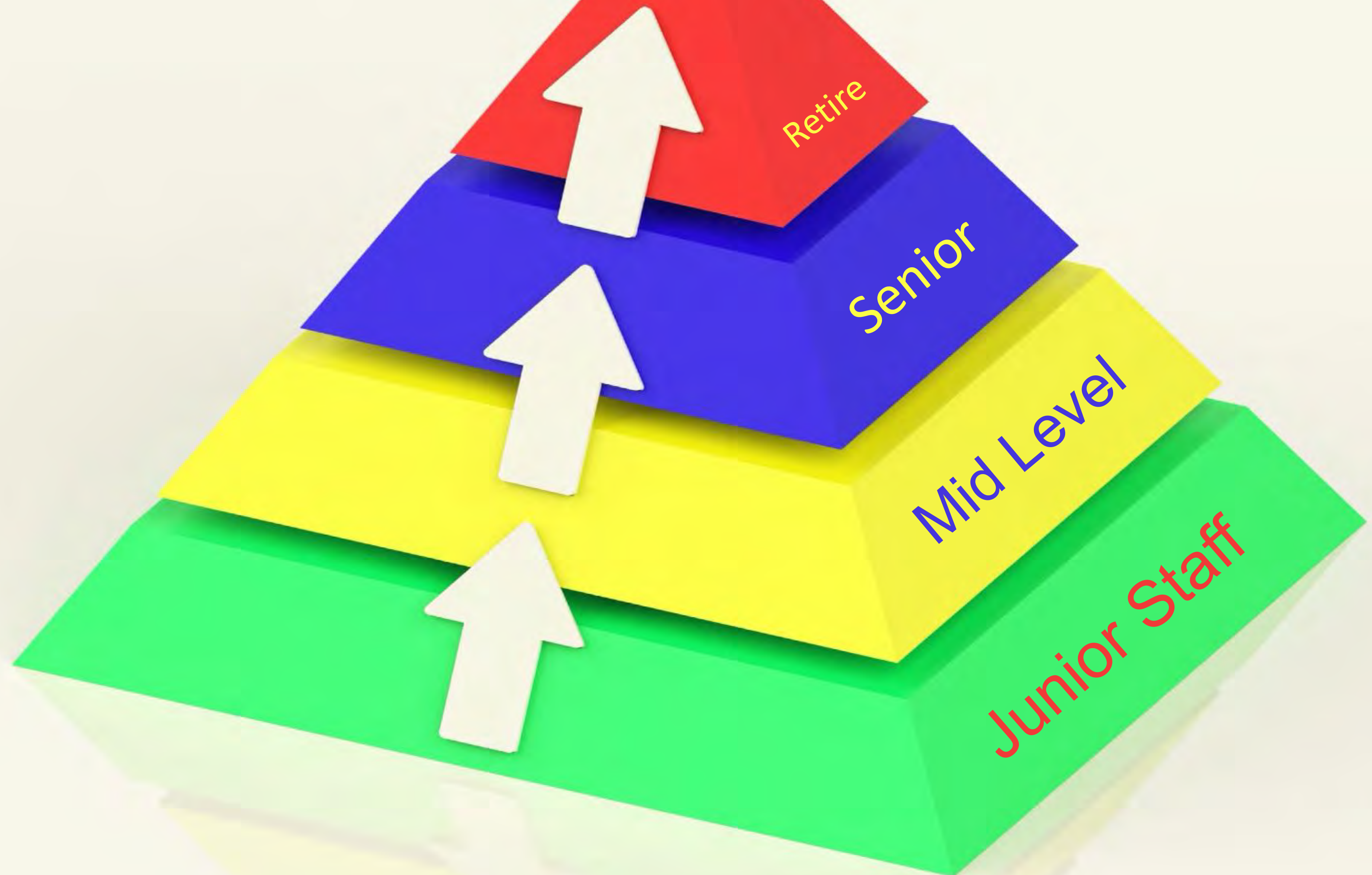


✓ The aging population

Where did everyone go?



The Past 100 Years



The Next 10 Years

Baby-Boomers Retiring

Bottom of the Baby-Boomers
and X generations

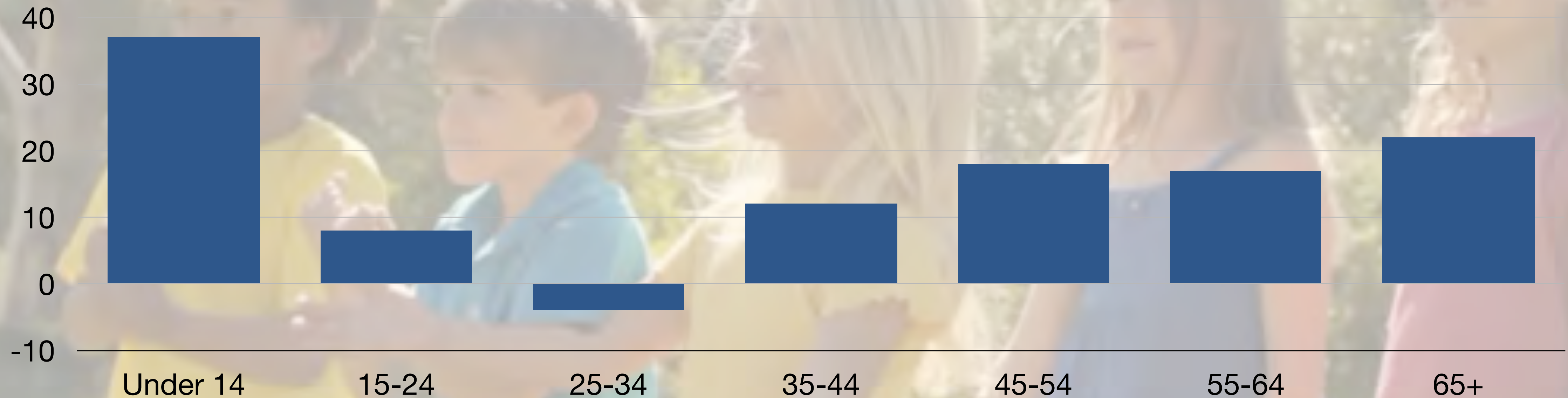
Junior Staff
Millennials

New
Hires



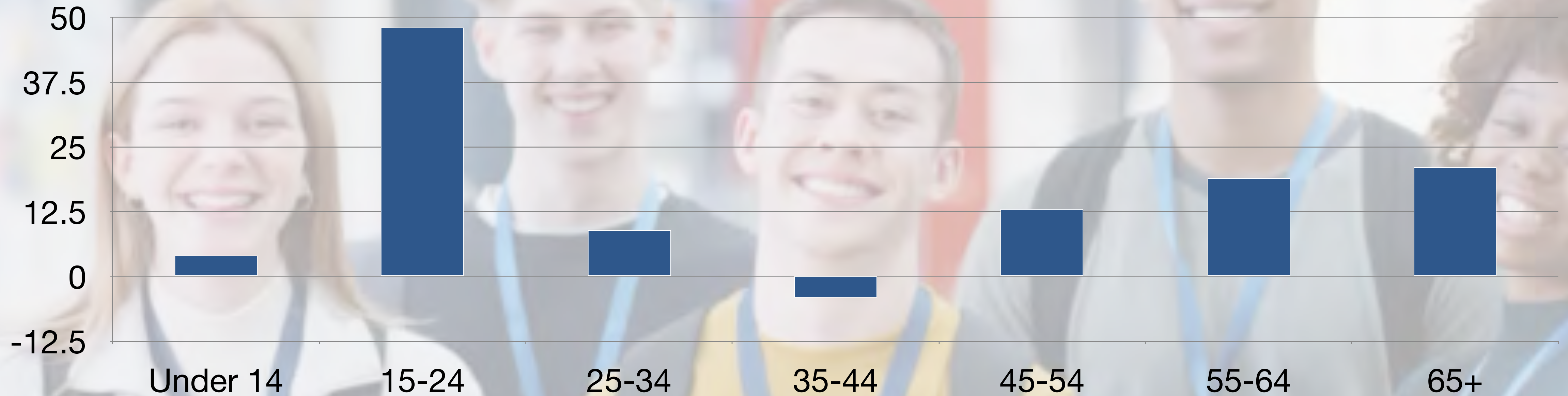
POPULATION GROWTH 1950-1960

Progression of the Baby Boomers



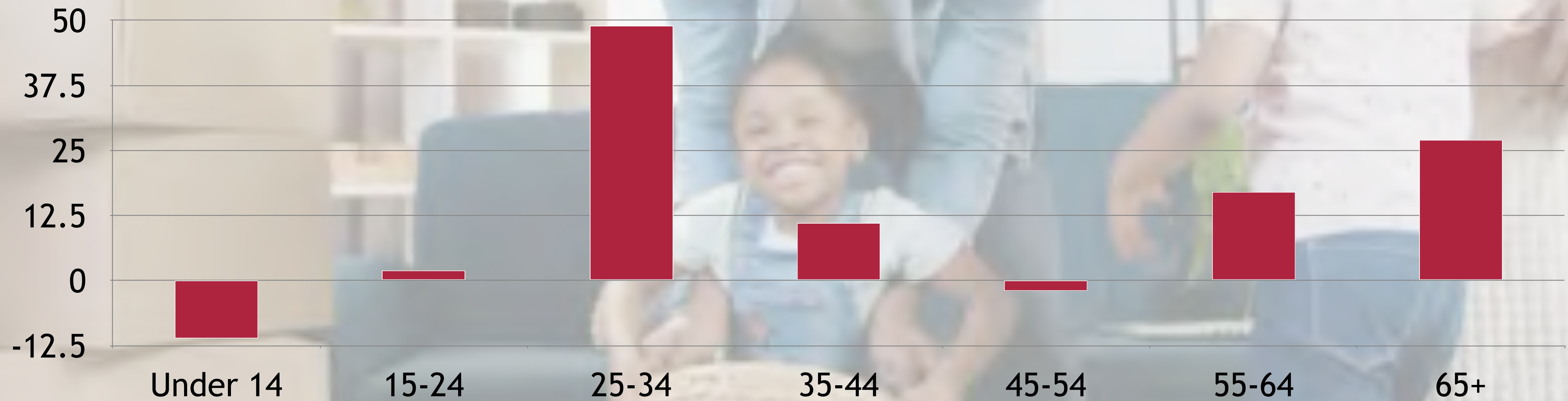
POPULATION GROWTH 1960-1970

Progression of the Baby Boomers



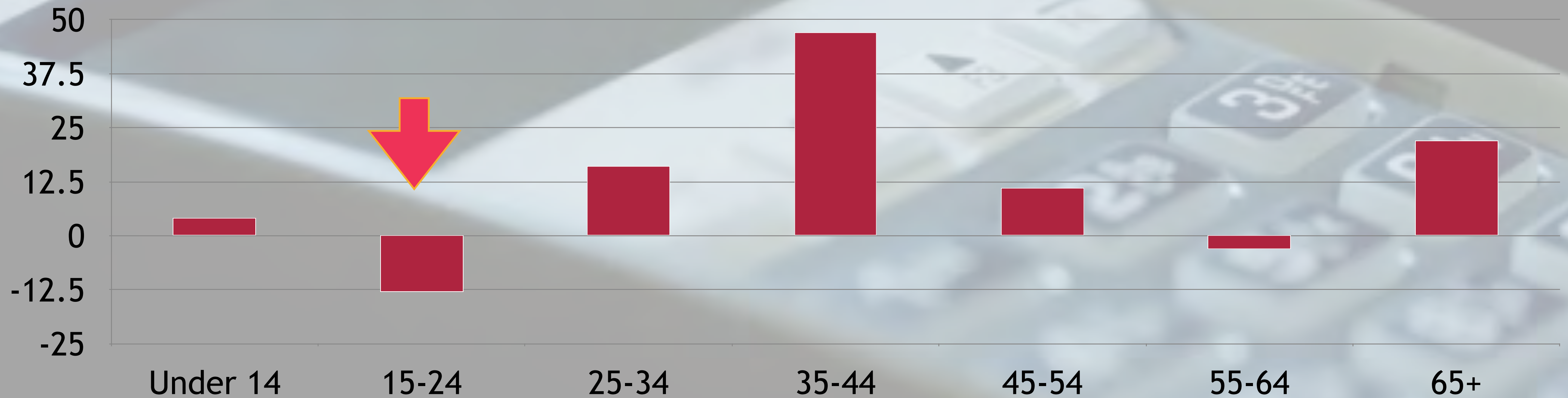
POPULATION GROWTH 1970-1980

Progression of the Baby Boomers



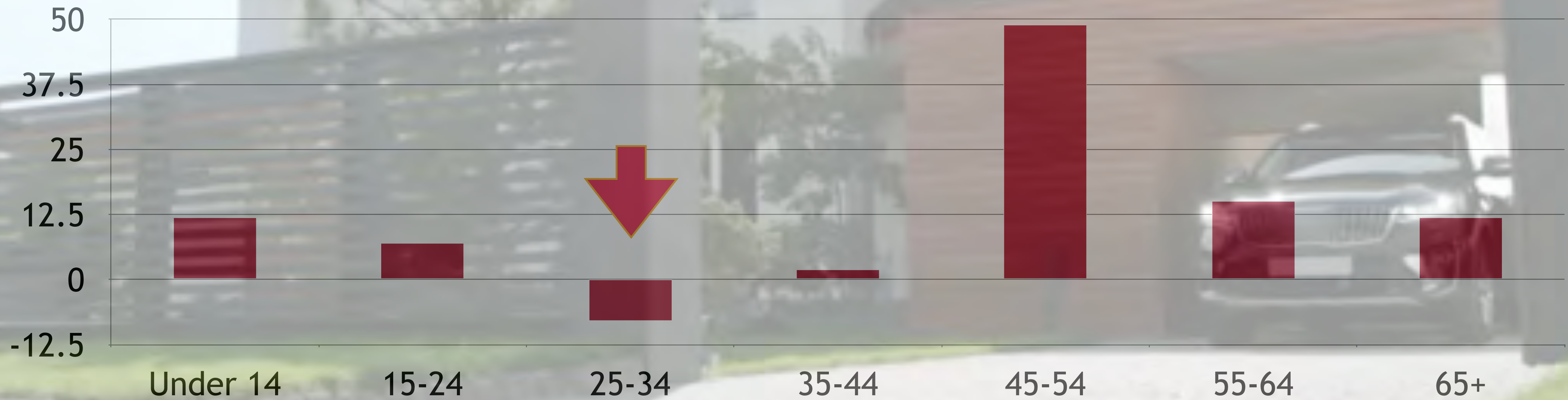
POPULATION GROWTH 1980-1990

Progression of the Baby Boomers



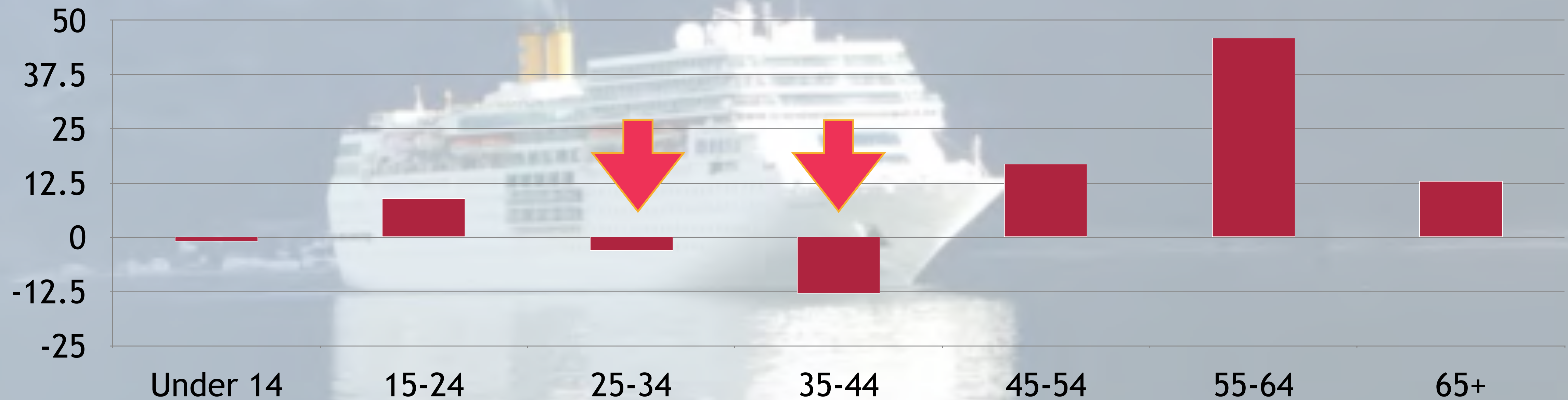
POPULATION GROWTH 1990-2000

Progression of the Baby Boomers



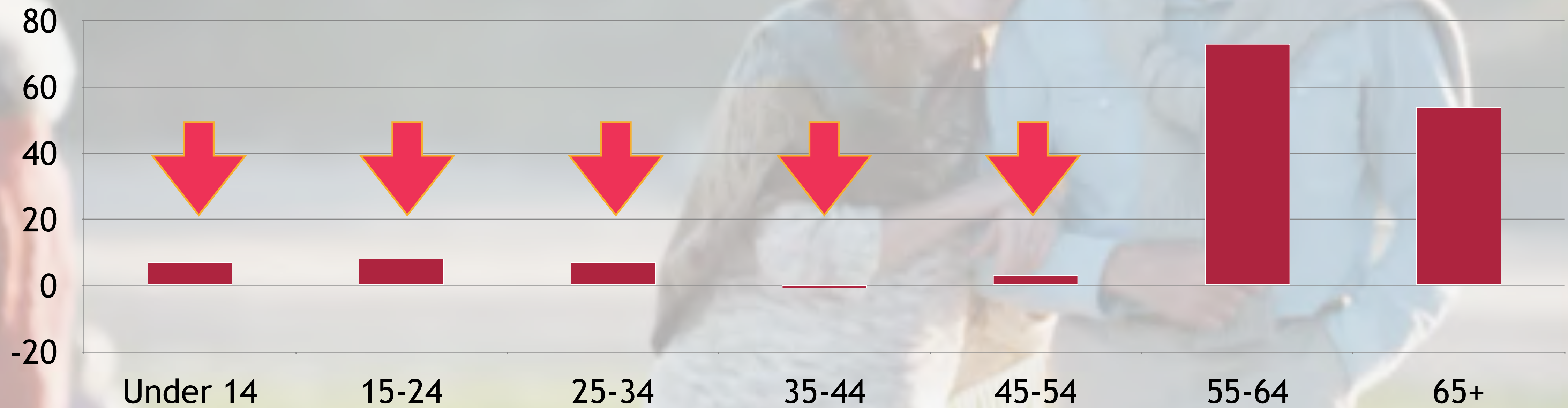
POPULATION GROWTH 2000-2010

Progression of the Baby Boomers



POPULATION GROWTH 2010-2020

Progression of the Baby Boomers



No Better Time To Be Working

O₁ P₃ P₃ O₁ R₁ T₁ U₁ N₁ I₁ T₁ Y₄

The aging population



10,000 Americans turn 65
every day this year
3,650,000 a year

Competition in — the future

- "The unemployment rate is approaching a historic low, with NY State at 4.5% and the national rate in the U.S. at 3.7%."
- "The focus for every organization is increasingly shifting towards the crucial task of attracting skilled talent."
- "Currently, there are over 8.8 million job openings across the United States."



Competition in the future

- "U.S. labor shortage exacerbated by reduced immigration; key industries heavily impacted" (Sources: National Immigration Forum, Econofact).
- "Immigrant workforce growth plummeted during the pandemic, contributing to a significant labor gap in the U.S." (Source: Goldman Sachs analysis reported by Yahoo Finance).



How will recruitment post-pandemic impact employers and employees?

- Hire anywhere, work anywhere
- Not everyone working in your communities is employed in companies doing business in the US.
- Compete with wages and benefits of larger centres and larger employers



Lessons learned from the 2008 economic downturn



2008
Downturn

1 Attraction

2 Retention



A woman with brown hair tied back, wearing a blue surgical mask and a dark blue blazer, looks directly at the camera. In the background, two other people wearing masks are blurred, suggesting an office or public setting.

**Why is
employee
engagement
critical now.**

A man with a beard and a dark cap, wearing a red and black plaid shirt, is holding a tablet and looking at it. A woman with dark hair, wearing a black blazer over a white top, is standing next to him, also looking at the tablet. They are in a modern office or warehouse setting with a high ceiling and exposed structural elements. The background is slightly blurred, focusing on the two people.

What is Engagement



Telling Style of Leadership

An environment of
conformity



Selling to the many what has
been decided by the few

- Compliant
- Low Engagement

Selling Style of Leadership

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.

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

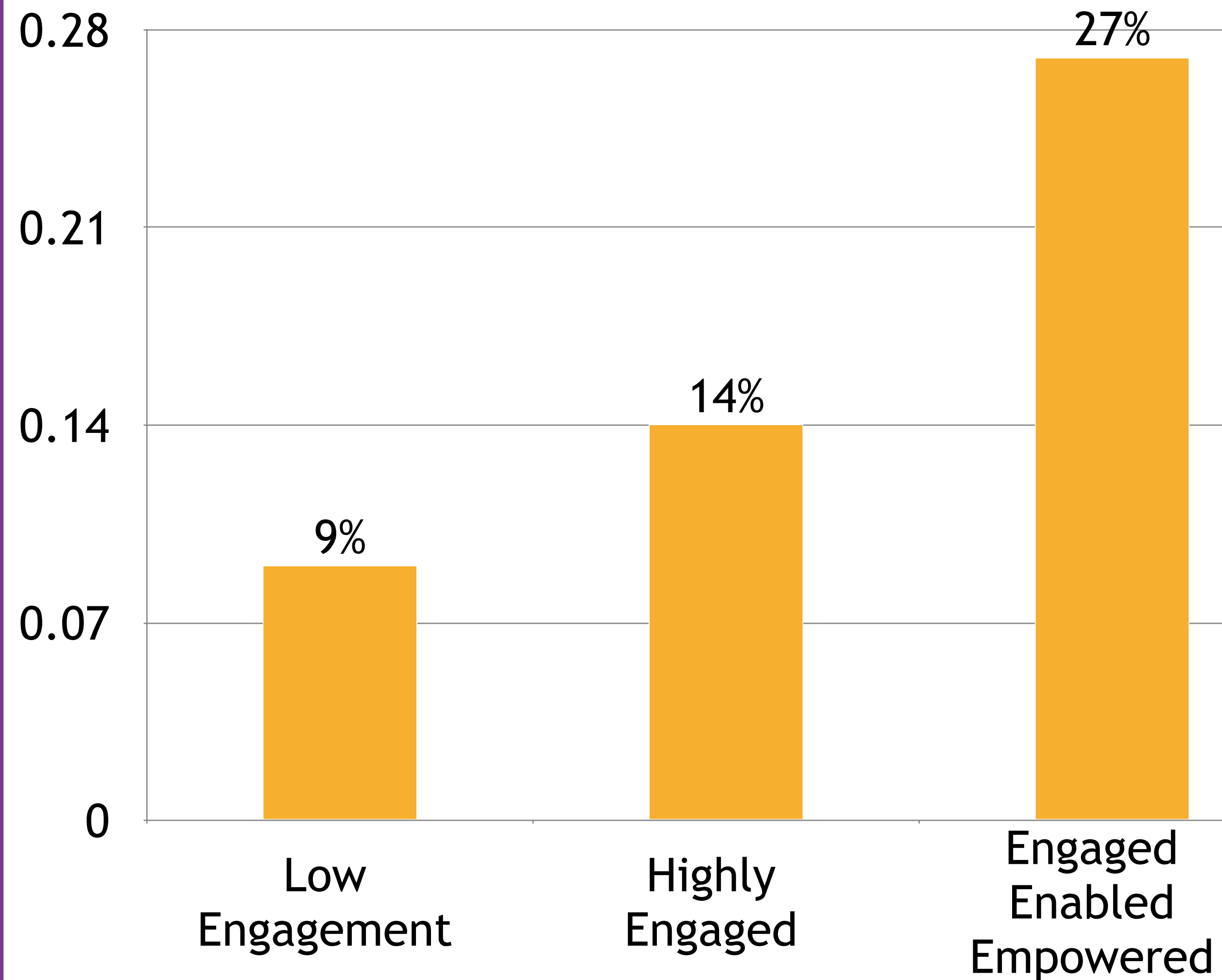
Easy to attract and retain talent, increased sales and increased productivity.




Everyone wins

Why Engage

Operating Margin, Towers Watson





There is no easier way to add capacity and profitability.

27% higher profits

50% higher sales

50% higher customer loyalty levels

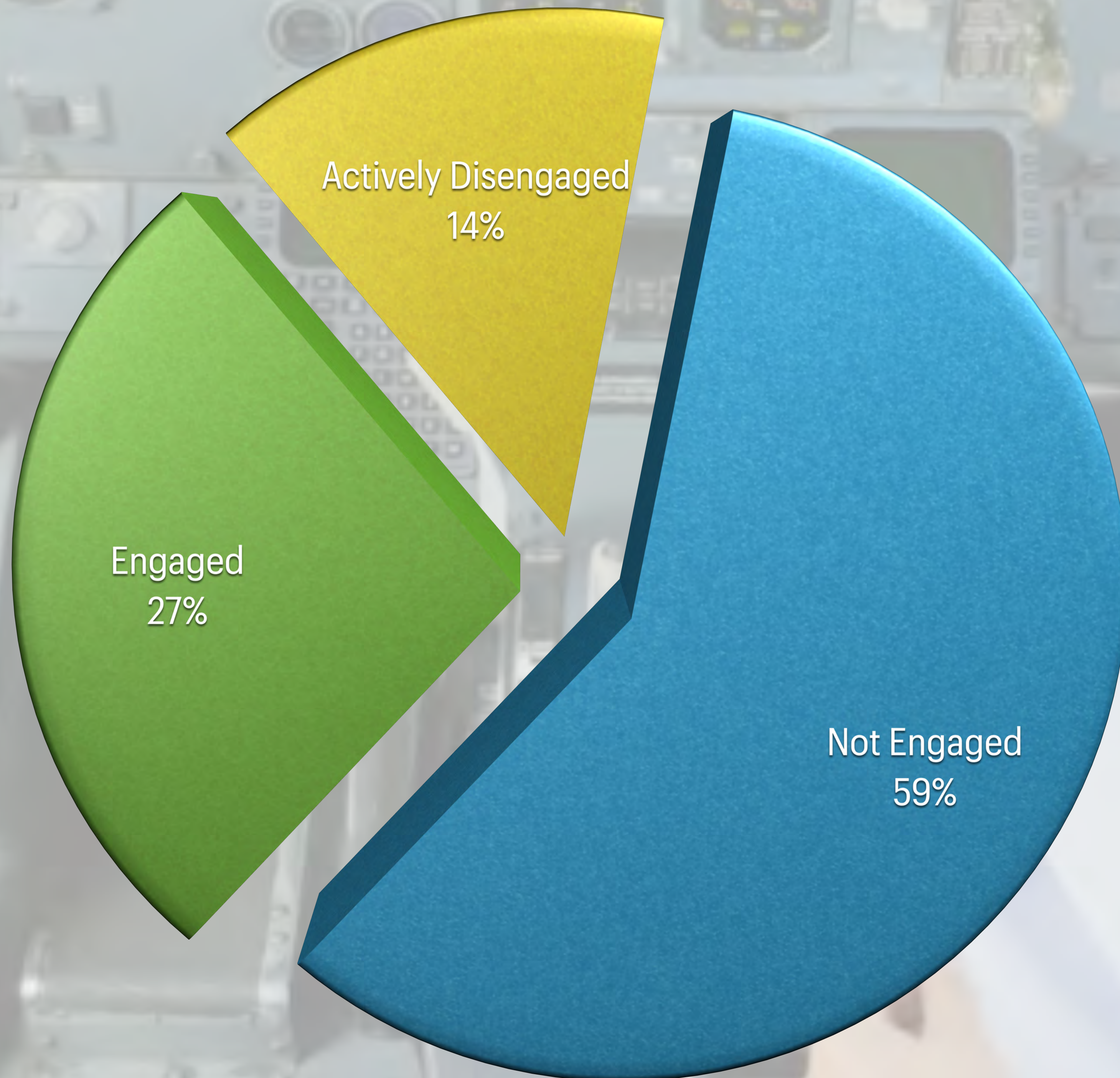
38% above-average productivity



Source Gallup

ABOUT THE NUMBERS





The Benefit and Cost of Leading an Engaged Team



\$.90

Engaged 27%
60% of productivity



\$.70

Disengaged 59%
60% of productivity

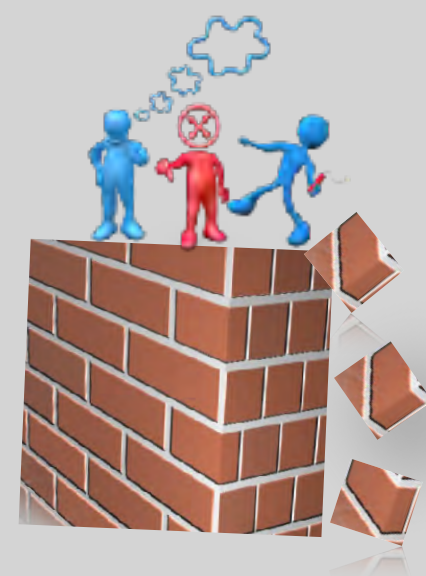
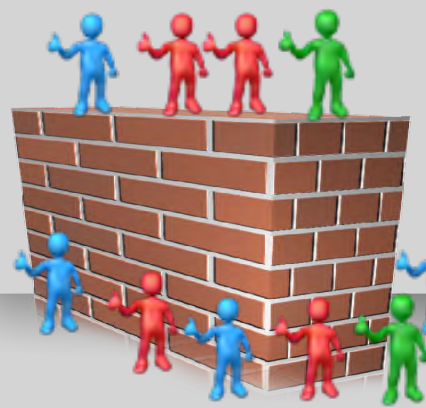
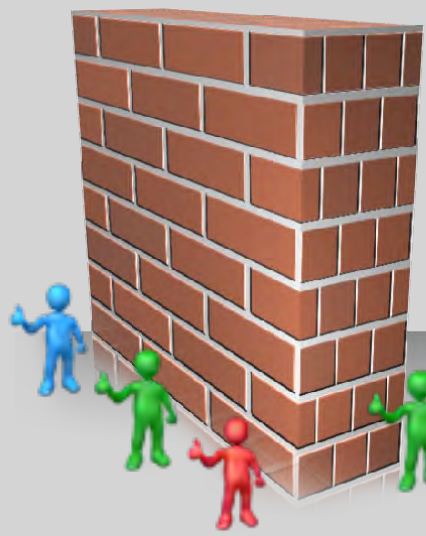


\$.50

Actively disengaged 14%
-20% of productivity

The Benefit and Cost of Leading an Engaged Team

- 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.
- Capacity Building will be essential to offset skills shortage
- Engaged employees are five times less likely to have safety-related incidents than disengaged ones.
- The cost is six times higher on average per incident for the disengaged employee.



\$.90

Engaged 27%
60% of productivity

\$.70

Disengaged 59%
60% of productivity

\$.50

Actively disengaged 14%
-20% of productivity




Can We Do
More With
Less?



Can We Do
More With
Less?

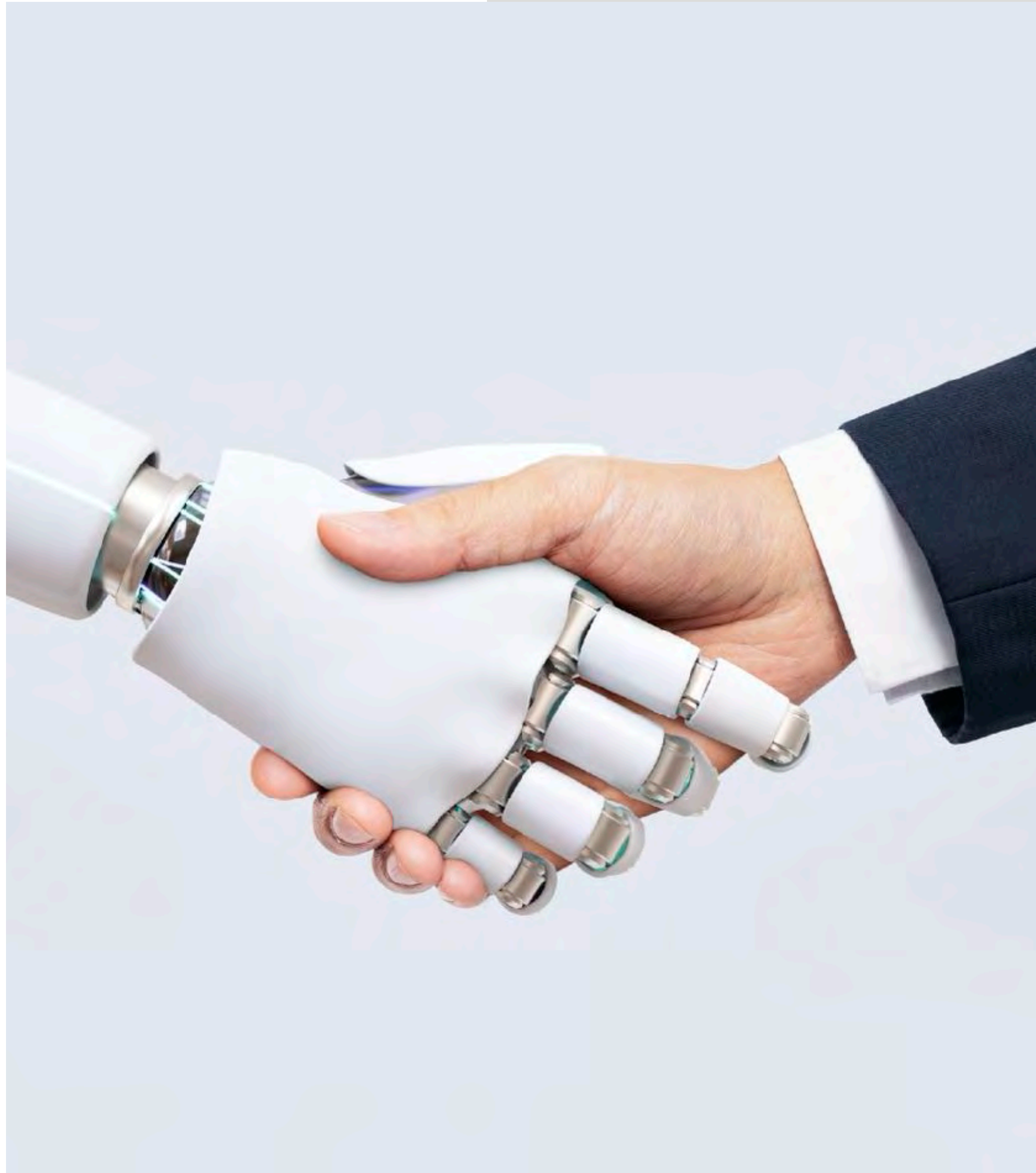


Should we be
looking at
technology?

A man in a white lab coat and a woman in a black leather jacket are interacting with a large, white, humanoid robot. The man is pointing at the robot's arm, and the woman is looking at it with a smile. The background is a blurred, futuristic interior with warm lighting.

Should we be looking at technology?

- *The World Economic Forum predicts AI will replace 85 million jobs by 2025.*
- *AI expected to create many new jobs, contrary to common belief.*
- *The focus is on using AI to empower, not replace, the human workforce.*



What should we
automate?

What should we automate?

Dirty



Dangerous



Disengagement



Culture vs Strategy, what wins?

Culture



Strategy



Culture eats strategy for lunch



Leading an Engaged Workforce

Let's talk about it

Employee
Engagement

Three questions all
employees ask.




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

Why is this job important to me?

1



A photograph of three business professionals in a meeting. A man with glasses and a striped tie is pointing at a screen, while a woman with glasses and a blonde woman look on attentively.

**Who am I
going to be
working
with?**

2

What am I going to be doing?



3

Why is this job important to me?



1

This is why we join.



**Who am I
going to be
working
with?**

This is why we stay

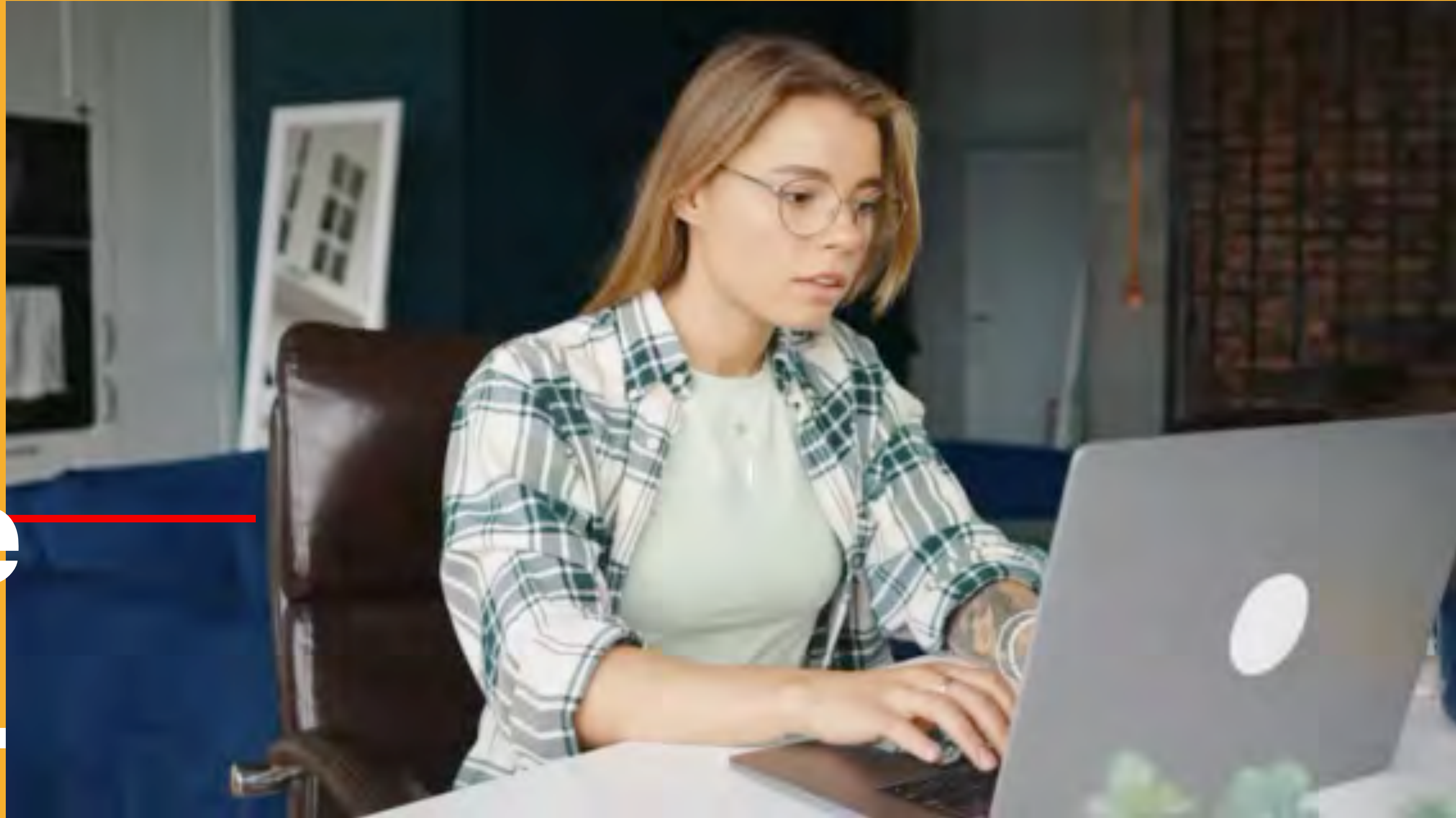
2

What am I going to be doing?



This is why we leave 3

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

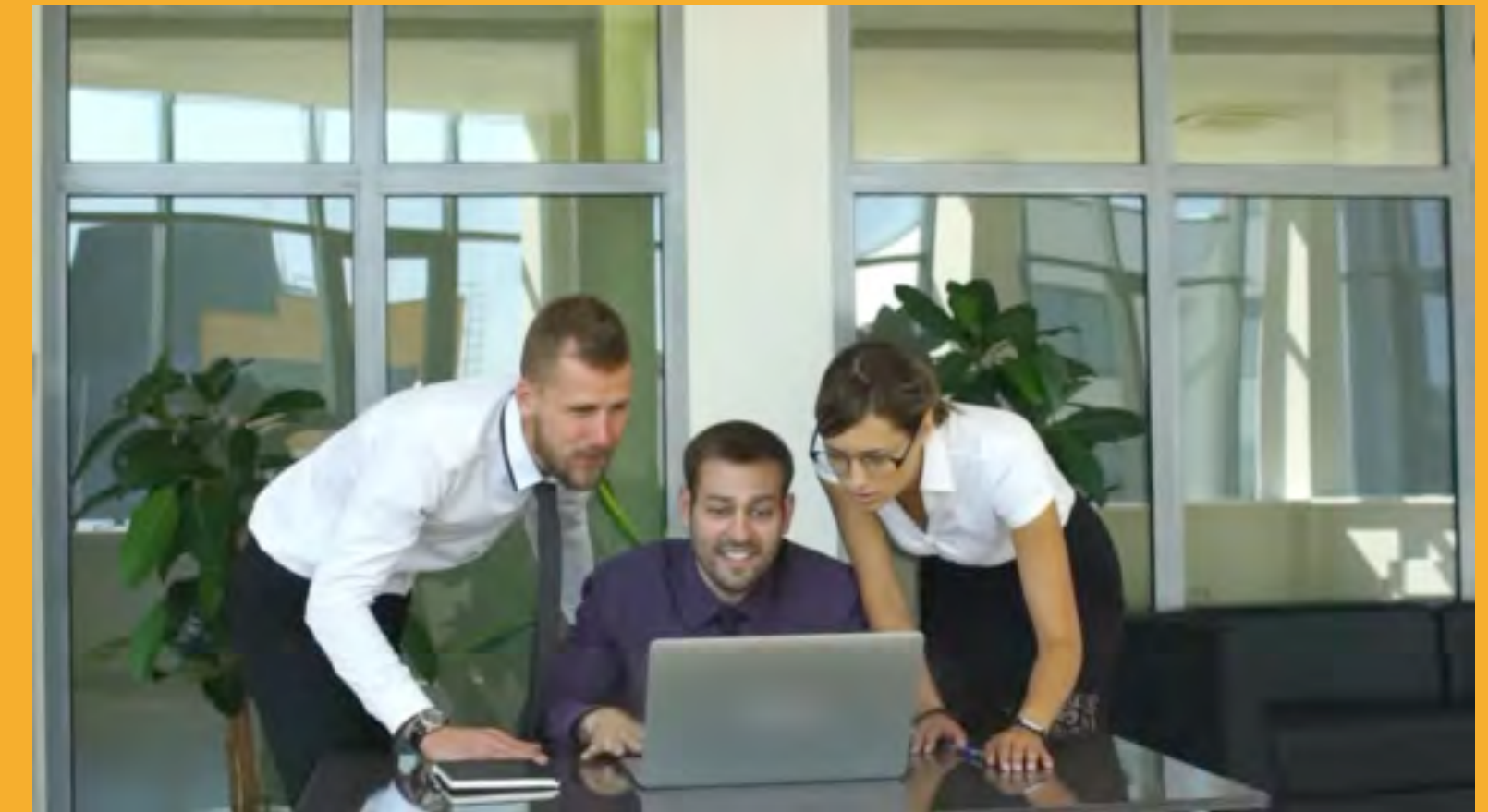


Three steps to closing the engagement gap

Know them

Develop them

Motivate them



Eddie LeMoine
PROFESIONAL SPEAKER

Three steps to closing the engagement gap

Know them



Eddie 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

(1980-1995)

- **Generation Z**

Born After 1995

Google



Why is the mature generation



generation important

Google Search [I'm Feeling Lucky](#)

Google offered in: [Français](#)



Why are|the baby boomer



why are the baby boomers **called that**

why are the baby boomers **important in hospitality management**

why are the baby boomers **so important**

why are the baby boomers **of particular interest to gerontologists**

why are baby boomers **called the me generation**

why are they **called** the baby boomers

Google Search

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Report inappropriate predictions



Why is| the x generation



why is **it called** the x generation

why generation x is the **best**

why is **gen** x the **forgotten** generation

why is **gen** x the **lost** generation

why is generation x **called** the **baby bust**

Google Search

I'm Feeling Lucky

Report inappropriate predictions



Why is the millenial generation



why is the **millennial** generation **considered** and **categorized** as **lazy**

why is the **millennial** generation **so big**

why is the **millennial** generation **important**

why is **it called** the **millennial** generation

why **millennial** generation **matters**

why the **millennial** generation is

why the **millennial** generation is the **best**

Google Search

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Why is the Z|generation



why is **zoro part of the worst** generation

why is the generation **called gen z**

why **gen z** is the **strongest** generation

why is **it called** the generation z

why is **gen z** the **dumbest** generation

Google Search

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[Report inappropriate predictions](#)

Mature Generation(1909-1945)

Thoughts about them

- Duty
 - Sacrifice
- Major Events
- The Great Depression
 - WW II

Key influencers

- Lyndon B. Johnson
- Winston Churchill
- John F. Kennedy

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

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 (1979-1995)

Thoughts about them

- Coddled
- Idealistic
- Most managed generation ever

Key influencers

- Justin Timberlake
- Paris Hilton
- TMZ

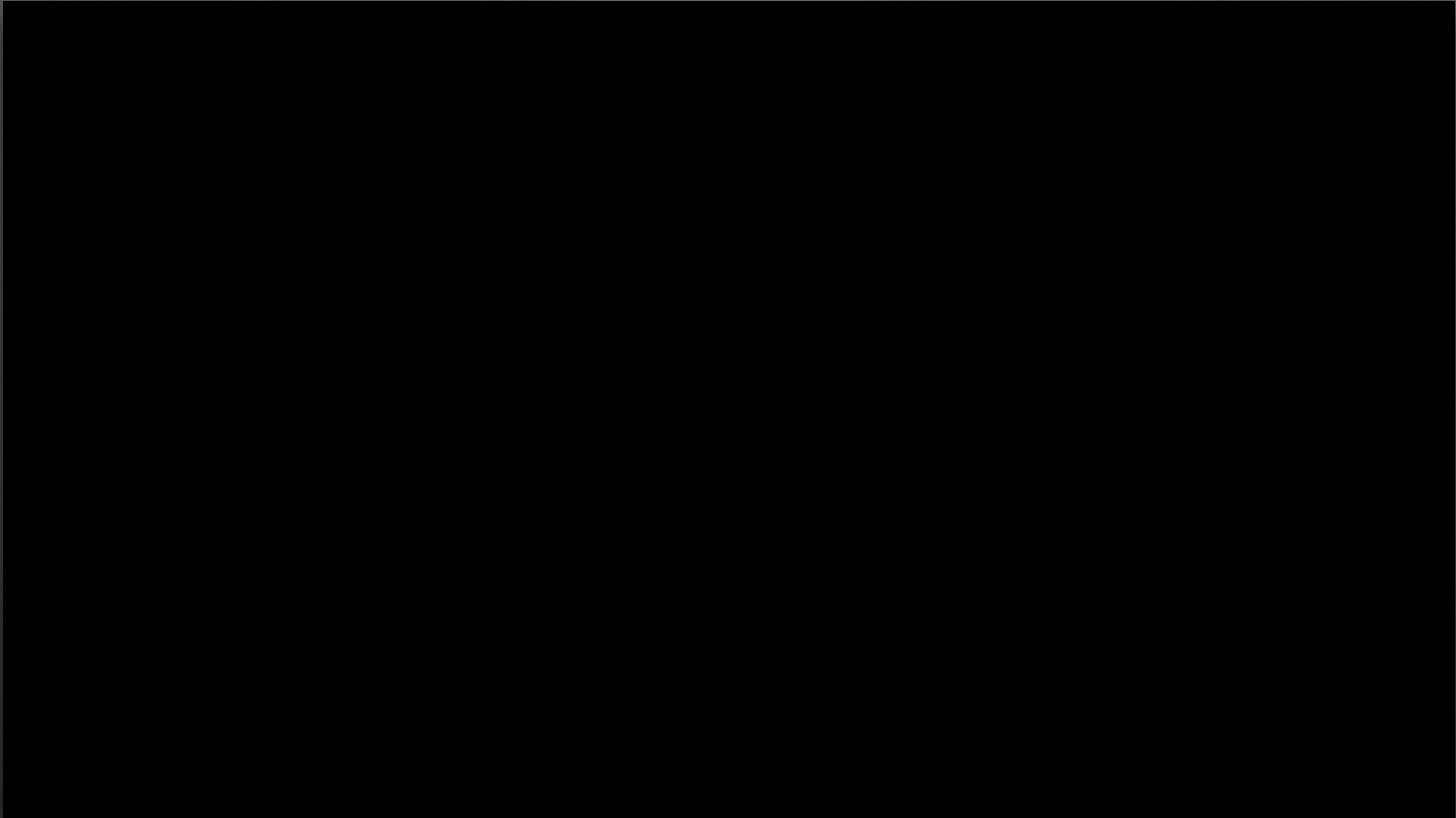
Major Events

- 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 X,Y and Z

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

Generation comparisons



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

Resilient Leadership



*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

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 R U S T

M E

3



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.



E₁ M₃ P₃ O₁ W₄ E₁ R₁ E₁ D₂

6

Empowerment

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

THANKS

Eddie LeMoine

THANK YOU

THANKS

Eddie LeMoine

Q

&

A