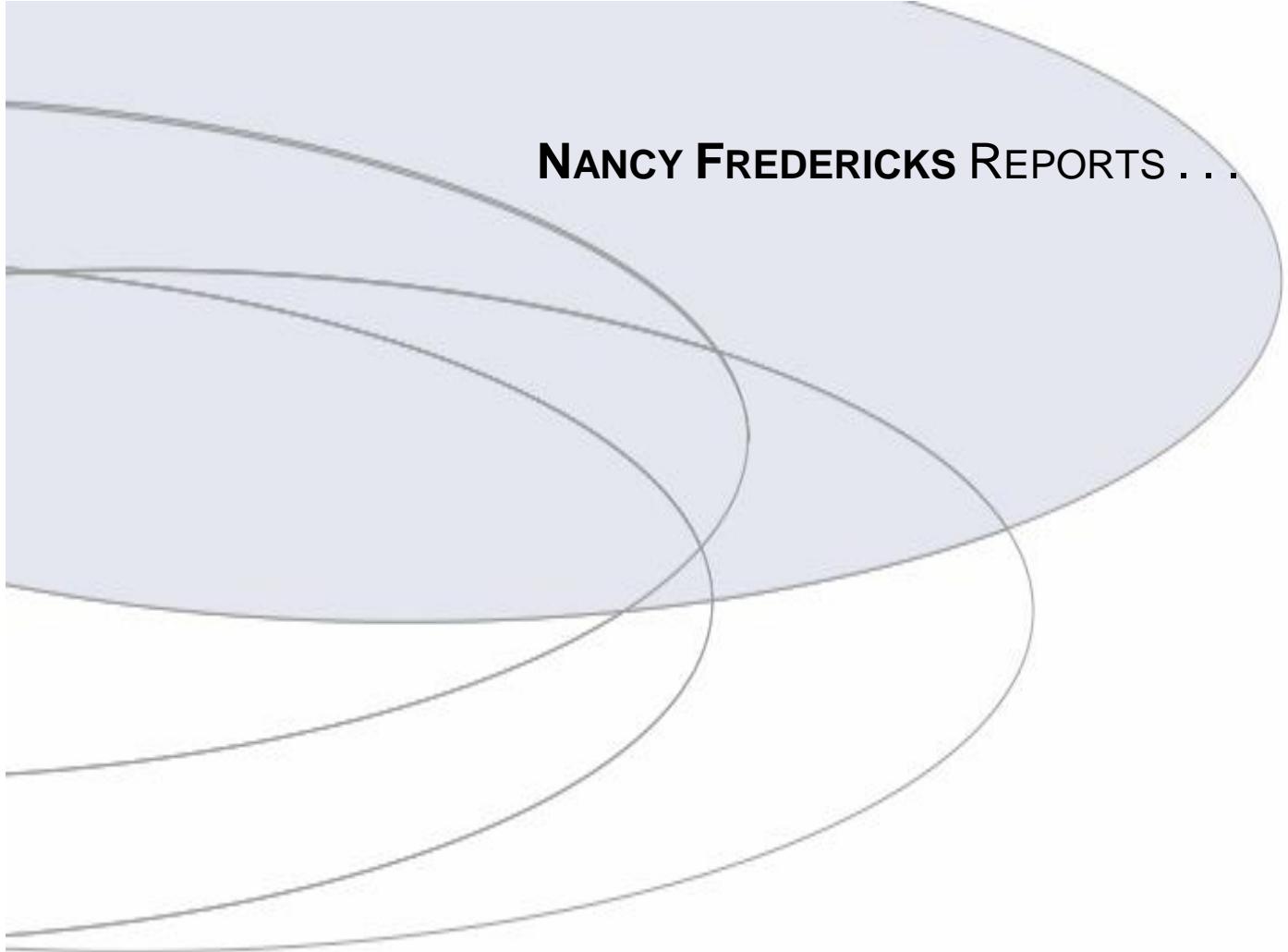


NANCY FREDERICKS REPORTS . . .



How to Double Staff Engagement and Multiply Employee Loyalty



Inside this Special FREE Report You Will Discover:

- ✓ How to double staff engagement and loyalty without money or financial rewards
- ✓ How to create an inspiring 'company culture' where employees and staff want to work for you
- ✓ The secret to retaining key talent and inspiring leadership throughout your organization

Why Should You Listen to Me?

The only reason I can make such a claim is because for over 30 years I've helped countless corporations create inspiring cultures where employees want to work, contribute, innovate and lead. As one CEO says: *You're our secret weapon! I can identify the executives who have taken your programs by the way they immediately start taking on true ownership for their position and the future of our organization.*

Client's endorsements regarding NFI's ability to transform People:

After speaking with Nancy, I identified the major internal barriers to my success, created a plan of action, and made some important self-discoveries. The biggest of those self-discoveries was realizing for the first time how much influence I have, how to effectively leverage that influence and how doing so created opportunities for me and also for my company. I have finally hit my stride at work and feel engaged at a whole new level. I highly recommend you hire Nancy if you're looking to create massive change in your organization. Head of Corporate Strategy and Support, Financial Industry

For the second time in a year, my company is being acquired. With Nancy's support, training and wisdom, I now look forward to going into work and feel engaged at a whole new level. I am able to navigate the changing business environment while focusing on my continued career development, because of Nancy's coaching. Implement Nancy's advice and it will transform your life and your business. Senior Manager, Pharmaceutical Industry

Nancy's insights on people, corporate culture, gender intelligence, and personal development strategies have been very beneficial to me and in turn, my company. I would highly recommend Nancy as strategic coach to anyone

looking to increase their personal effectiveness. COO, Electrical Manufacturing Supplier

Nancy is very effective in promoting strategic thinking and supporting my goal to address issues in the most effective manner with C-Suite and senior executives. I have experienced some very high impact outcomes as a result of her advice. Vice President, Pharmaceutical

She helped me inspire my workforce to feel more determined, more ready and more motivated. Vice President Realty

Amazing gift for being able to quickly and astutely size-up the complex way people think and act, and points out the results that will (or won't!) be achieved by continuing along that path. The best part is, she then goes on to help you develop and adjust into a new paradigm that will achieve the outcomes you desire. Human Resources, HealthCare

Have your people adapted to meet the changing business climate? If they haven't, you are facing tough times.

THE FACT is...your company is spending **BIG MONEY** if your employees are disengaged and/or leave the organization.

Let me explain...

Right now, **70 percent of your employee population¹** is disengaged at some level. And despite an economy that is improving, engagement is declining! This **is costing companies \$450 to \$550 billion dollars a year.**² Your organization is no exception.

You are losing money in another way. The Bureau of National Affairs reports that US businesses are **losing \$11 billion annually as a result of employee turnover.** The latest turnover ratings by industry have revealed some astonishing statistics. On average, **turnover for companies in 2014 was about 15.7 percent.**³

Some companies have a lower turnover year after year and other companies have a much higher turnover depending on the type of industry they're in.

Now let's say you have a small organization or a division of 100 employees.

Let's also assume the company turnover is = 15.7 percent

Here's How to Calculate the COST of TURNOVER:

- TURNOVER = 100 employees x 15.7% = 15 employees
- Turnover cost rule of thumb is usually calculated based on 1.5 x salary of employees⁴
- Assume average salary = \$50,000 per year, then...

TURNOVER COST = 15 x (\$50,000 x 1.5) = \$1,125,000 PER YEAR!!!!

A company or division with 100 employees is losing an average of over a **MILLION** dollars every year from staff turnover. Some of that turnover might be good for your company as employees are not an ideal fit with the company culture, but some of this turnover might not be good at all!

There is no question that engagement and turnover are connected as research reveals **disengaged employees are 2.5 times more likely than engaged employees to change jobs for as little as a 5 percent pay raise**.⁵ While, **it would take a 20 percent increase in salary to attract an engaged employee**.⁶ And workers who have **been employed for at least three years are more engaged than the newly hired**.⁷

Losing a **MILLION** dollars a year from turnover not to mention the lost productivity due to disengaged workers is insanity especially when it is preventable!

So what can you do?

You **NEED** to re-engage your tribe and community with a proven formula designed from the bottom-up.

Why Employee Engagement is First and Foremost:

Companies are scrambling 24/7 in today's marketplace to maintain their competitive advantage and increase profitable. Research attests that the

long-term strength of a corporation's workforce is necessary for this to occur. We all know employees regularly harm profitable through disengaged attitudes or even passive-aggressive behavior. Confronting and transforming and engaging your workforce is fundamental. In fact, companies with **engaged employees outperform those without by up to 202 percent!**⁸

Here's How to Turn It Around:

It is all well and good to identify the problem; however, knowledge alone is never enough unless that knowledge is transformed into purposeful action. So, what can you do?

There are **Four Engagement Intervention Points** to create community where employees want to work for you and with you:

#1 Engagement Intervention Point— *Managers Are the Distinction Makers*

*“Gallup research has found that managers are primarily responsible for their employees’ engagement levels.”⁹ BlessingWhite’s research cites ‘**bad managers as the third most common reason for leaving (trailing lack of career growth and dislike of the actual work).**”¹⁰ With this in mind, transforming adequate managers into exceptional ones is vital. This shift alone translates powerfully throughout your organization as your managers are the force behind employee retention as well as producing outstanding results.*

BlessingWhite points out.

While companies focus on equipping managers with tactical skills such as delegation or matching individual talents to tasks, engagement is driven more effectively through leadership and connection skills. Particularly difficult for a manager is the challenge of authenticity—because they are typically being taught how to behave, how to “play a role.” In actual fact, it’s becoming better known as a person to their direct reports—not being the person they think they ought to be—that will build the relationship needed to increase engagement.”¹¹

Yes, you want your managers to generate positive emotions and we're not talking about something as simple as employee satisfaction in this discussion. An employee can be satisfied with their work hours or the donuts in the coffee room, and still not be engaged or productive for the organization. Research discloses that of the **80 percent of employees who say they are generally satisfied with their company; in fact, their sense of satisfaction didn't translate into improved employee engagement.**¹²

Two “no cost” (and there are plenty more) areas managers can focus on to accelerate improved results are:

- **Focus on Strengths:** Gallup's research shows that people who use their strengths every day are six times more likely to be engaged on the job.¹³

StrengthScope™ research clearly delineates that the best performance enhancer is an **emphasis on employee's performance strengths which improves performance by 34 percent. While, an emphasis on performance weaknesses produces a 26.8 percent decline to performance.**

- **Focus on Appreciation:** Appreciation goes a long way toward improving employee engagement. It actually changes your employee's physiology. Research has shown when you attach a subject to a brain monitor, you can actually see appreciation changing the brain waves... altering the ragged lines of frustration into smooth, evenly measured waves.

James Kouzes', author and business educator, latest research confirms how important appreciation is to an employee's attitude. He reports that when an employee receives **encouragement and appreciation 98 percent of those surveyed felt they performed at a higher level.**¹⁴ That's pretty powerful stuff.

Once managers realize that negative emotions spread faster in an organization than do positive ones and are given the tools, it is an “Aha” moment that has them allocating time for gaining employee engagement.

#2 Engagement Intervention Point—

Innovation a Workforce Engaged

There is no question the last three IBM Global CEO studies reveal this corporate urgency: “*the importance of business model innovation to outperformers [companies] increased by 19 percent. In contrast, underperformers reported a 13 percent decrease in business model innovations importance.*”¹⁵

However, there are some employee barriers that handicap organizations from reaping the reward of turning their highly skilled workforce into innovative profit now. Nancy Fredericks International’s and Binah Consulting’s 2015 Innovation Survey revealed that **8 percent of the participants in some way questioned why ‘enhanced profitability’ was even part of a business innovation definition.** Our research, additionally, found **64.7 percent of the participants spend the bulk of the innovation time on incremental improvements rather than on breakthrough improvements** such as new systems or services to offer a competitive advantage.

These responses attest to the gap in base-line knowledge of the ABC’s for implementing innovation and the leverage points for producing powerful outcomes. The competitive imperative of innovation necessitates every position within the organization is fully engaged and contributing.

Results when companies and departments focus on innovation: One client of a corporate legal department reported on an NFI initiative: *What an amazing ROI. Participants are enthusiastic, committed and I've received new, big, useable ideas from over 25 percent of the employees attending your program.*

#3 Engagement Intervention Point— *Customer Service the Lifeblood of Your Organization*

There is a direct correlation between engaged employees and customer satisfaction so, customer service starts by first engaging your employees.

*When organizations successfully engage their customers and their employees, they experience a 240 percent boost in performance-related business outcomes compared with an organization with neither engaged employees nor engaged customers.*¹⁶

Poor customer experiences results in an estimate of \$84 billion loss by US enterprises each year.¹⁷ And it is estimated that a large percentage of consumers who are dissatisfied began doing business with a competitor following a poor customer service experience.

Good customer service is the lifeblood of every business. The truth is that any business is truly in the “people” business. As the CEO of Zappos shares, “Customer service shouldn’t just be a department it should be the entire company.” That means all employees are in the customer service business even though it may not have been specifically described as a job description.

Engaging your workforce to a customer service commitment will reap huge rewards:

*A 2 percent increase in customer retention has the same effect as decreasing costs by 10 percent. Depending on the industry, reducing your customer defection rate by 5 percent can increase your profitability by 25 to 125 percent. Customer profitability tends to increase over the life of a retained customer.*¹⁸

#4 Engagement Intervention Point— Collaboration an Essential Fuel for Success

The synergy of a fully committed, focused team is a powerful force for converting average into superior. Yet it’s hard to be part of a collaborative project—and even harder to lead one.

Hay Group’s Role Matrix acknowledge the importance of this focus as they found: ***the best collaborative leaders excel at interpersonal understanding, relationship building and commitment to the enterprise.***

Despite today’s strategy of *leaning* and *reducing* the organization, hierarchy often still rules the day. Collaboration is antithetical to the business values it works within. It requires getting the right people with the right attitude and technical expertise disposed to exhibiting skill sets and behaviors more cooperative in nature. It demands *winning as a group* rather than *winning as an individual*—no matter the positional authority you and others on the project hold.

Incorporating the following **Six Dynamic Collaborative Building Blocks** leads to producing outstanding, sustainable results.

Building Block #6 Ask the Ultimate Question: “Is this in the company’s highest good?” should be the key measurement for evaluating the wisdom of any decision. Answering this question honestly requires giving up professional and personal loyalties and biases.

Building Block # 5 Know How to Communicate: Communication based on both intellectual and emotional respect for the other person. Be *open, supportive, enrolling and listen before speaking.*

Building Block #4 Know Your Partner: Other Individual’s Added Value: Constantly focus your attention on “what’s there” rather than on “what’s missing” in the other person. Look for the specific skills or talents that represent the other person’s “added value” to the company and to the project’s success.

Building Block # 3 Know Yourself: Your Added Value

What are your strengths and weaknesses?

What do you value in your interactions?

What is your decision making style?

What do you do that helps and/or hinders relationships?

Building Block #2 Know Your Destination: This stage is where the group together is focusing on defining or reconfirming the strategic vision of the project; thus, creating the foundation for success. Now, you can determine who and what expertise is needed. Agreement is essential.

Building Block #1 Know the Scorecard: This is a time to establishing the nitty-gritty rules such as what happens if someone isn’t accountable for their piece of the operation or are the participant’s responsible for the ultimate decision or does it rest in the hands of Senior Management, etc.

As you move forward with employee engagement initiatives, remember these **Four Engagement Intervention Points**. You will discover something magical

occurring. Your staff will be more engaged, your turnover rate will be reduced, you will increase productivity, your customers will be more satisfied and innovation will become a natural way of thinking in the organization.

If you really enjoyed this special **FREE** report then you'll like this too.

I see you're looking to increase staff engagement and multiply employee loyalty

And I'd like to help you do that.

If you'd like to book a quick 10-Minute Call with me to see if I can help you, please click the link below.

There is absolutely nothing for sale.

I am simply seeing if I can help you.

Are you interested? Click the link below:

www.nancyfredericks.com/10

Nancy

Who is Nancy Fredericks?

She is a preeminent **business executive strategist, author and thought leader**. Corporations like Johnson & Johnson, PepsiCo, Adobe and Transamerica have retained her to optimize individual and organizational performance through her strategic coaching, developmental programs, keynote speeches and inspirational writing.



For the last thirty years, she's been a gifted coach who partners with executives to produce sustainable, powerful results. Nancy's speeches and developmental programs are interactive, content rich, powerful and provocative as she draws on her extensive consulting background with Fortune 500 companies as well as years of leading developmental programs for organizations around the country. As one client said, *Nancy generates lightning throughout the room.*

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- ¹ Gallup, State of the American Workplace, page 12.
- ² Gallup, State of the American Workplace, page 12.
- ³ <http://www.compensationforce.com/2015/03/2014-turnover-rates-by-industry.html>
- ⁴ Measuring the Success of Leadership Development, A Step-by-Step Guide for Measuring Impact and Calculating ROI, Patricia Pulliam Phillips, Ph.D, Jack J. Phillips, Ph.D and Rebecca Ray, Ph.D, page 193.
- ⁵ The Dynamics of Employee Engagement, Dale Carnegie Training Whitepaper, page. 2.
- ⁶ Building a Culture of Engagement The Importance of Senior Leadership, Dale Carnegie Training Whitepaper, page 3.
- ⁷ The Dynamics of Employee Engagement, Dale Carnegie Training Whitepaper, page 3.
- ⁸ <http://www.dalecarnegie.com/employee-engagement/engaged-employees-infographic/>
- ⁹ Gallup, State of the American Workplace, page 11.
- ¹⁰ BlessingWhite, The State of Employee Engagement, page 2.
- ¹¹ *Employee Engagement Research Update, Beyond the Numbers: A Practice Approach for Individuals, Managers and Executives*, BlessingWhite Research, January 2013, page 21.
- ¹² Gallup Webinar, Why Isn't Employee Engagement Getting Better, January 28, 2016.
- ¹³ Gallup, State of the American Workplace, page 46.
- ¹⁴ 2015 WBECS session with Jim Kouzes.
- ¹⁵ Source: Insatiable Innovation: From Sporadic to Systemic, IBM Institute for Business Value, 2013, page 11.
- ¹⁶ Gallup, State of the American Workplace, page 55.
- ¹⁷ <https://www.desk.com/success-center/bad-customer-service>
- ¹⁸ Article: Customer Retention, Repeat Sales, Referrals- are Business Imperatives: Bridging with Customer Satisfaction, Loyalty, Lifetime, Score..., March 19, 2012.