REENGAGEMENT
MOVING FROM WOE TO WOW!

Ruth K. Ross
August 2014
Workgroups with high levels of engagement experience:

- 22% Higher Profitability
- 21% Higher Productivity
- 37% Lower Absenteeism
- 48% Fewer Safety Incidents
- 41% Fewer Defects

*Results part of Gallup’s Q12 Survey of Employee Engagement*
START

Your Customers Tell Their Friends

Their Friends Call You & Want to Buy

You Hire More Workers to Meet Demand

You Treat Your People Well

Your People Treat Your Customers Well
MEANING

WHY
ARE
WE
HERE?
ALIGNMENT

THE BIG PICTURE!
GROWTH
INPUT
CONTEXT

WHO?
WHERE?
WHEN?
WHAT?
WHY?
FLIP THE SWITCH
THREE CATEGORIES OF WORKER ENGAGEMENT:

Engaged (30% of the U.S. population): Deeply committed to the success of their organization and emotionally connected to its mission and goals. Routinely willing to put forth discretionary effort.

Disengaged (52% of the U.S. population): Less emotionally connected to their work and less compelled to put forth extra effort. They show up for work but generally do only the minimum required.

Actively Disengaged (18% of the U.S. population): Actively against what the organization, and their boss, is trying to get done.
$500 Billion in lost productivity

$3,400 for each $10,000 in salary
THE UNDERLYING CAUSES OF DISENGAGEMENT
THIS JOB ISN'T WHAT YOU PROMISED ME...
IS THIS ALL THERE IS?
HOW HARD IS IT TO SAY THANK YOU?
PEOPLE DON’T LEAVE COMPANIES, THEY LEAVE BAD MANAGERS

Three Categories of Bad Boss

“A bad boss. Me? You really think so?”

“I could do better. I just wish I knew how!”

“It’s my way or the highway!”

- Doesn’t know he’s bad.
- Knows he’s bad. Wants to improve.
- Doesn’t care either way.
WOW, IT’S TOXIC IN HERE

Big
Ugly
BULLY
Loner
Losers
earning attention
HELLO!
My name is...
Disengaged

Very
unhappy
employee
Symptoms of Disengaged Employees
Symptoms of Disengaged Organizations
The Quit & Stay Phenomenon

I'm cryin' inside and nobody knows but

Me

RESIGNED
You Can Be Invisible Even In A Very Visible Role

THE INVISIBILITY INDEX™
The ALIVE™ Treatment Plan For Reengagement

- Easy To Do
- Little to No Cost
- Unlimited Refills
- Stay Conversation
ASK
LISTEN
IDENTIFY
VALIDATE
EXECUTE

JUST DO IT.
What does CEO stand for?  
Chief Engagement Officer
The Role of the C-Suite
THE ROLE OF THE MANAGER
THE BIGGEST PROBLEM WITH YOUR MANAGERS

Time to recharge.
THE ROLE OF YOUR EMPLOYEES
Engaging Different Generations

ONE SIZE DOES NOT FIT ALL.
KEEP TRYING...

AND EVENTUALLY YOU WILL FIND THE
PERFECT FIT.
FOOD FOR THOUGHT FOR YOUR LUNCHTIME PRESENTATION ....
Talent Management
Hire, engage, and develop “right fit” talent
Approach to Succession Planning & Management

1. Identify Future Service Needs
2. Identify Key Positions & Competencies
3. Select High Potential Candidates
4. Monitor & Evaluate
5. Implement Training & Development Activities
6. Select Training & Development Activities
ALWAYS WALK TOWARD SOMETHING BETTER, DON’T RUN FROM SOMETHING THAT’S NOT GOOD
COMING ALIVE
The Journey To Reengage Your Life And Career

RUTH K. ROSS

Contact Info:
Ruth Ross
ruth@rsquaredresources.com
www.ruthkross.com
415-308-3344