

Motivating Without Money:

*(No Cost) Steps for
Dramatically
Improving
Productivity and
Engagement!*

*Your connection
to knowledge, resources and networking*

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Objectives & Goals



**of
Employee
Engagement**

- The modern definition of engagement
- The **ROI of employee engagement**
(Hint: Free revenue!)
- The anatomy of an engaged employee
- 5 approaches to **motivate without money**

I. The Modern Definition of Employee Engagement

- Employee engagement has been one of the **most talked-about topics** in human capital management for 25 years...

...Yet a standard definition remains elusive

I. The Modern Definition of Employee Engagement

- When ‘employee engagement’ entered our vernacular, in the **1990’s**:

Discretionary effort



*“The willingness of an employee to **exert extra (discretionary) effort in** one’s job, and the likelihood of volunteering for extra tasks or assignments.”*

This early definition spoke of **employee effort**.



I. The Modern Definition of Employee Engagement

- More recently the definition has evolved into:

*“Engaged employees have an **intellectual and emotional bond** to the organizations at which they work, as well as to their **organization’s mission and purpose.**”*

*This definition is more focused upon employee **commitment to the main mission of the firm***

I. The Modern Definition of Employee Engagement



- **Emotional and intellectual commitment** the employee has to the organization and its goals.
- Engaged employees genuinely **care about their work, their firm** and the **positive impact their products and services** have upon their stakeholders and end users...

*“Attracting and retaining the
best and brightest people,
of great personal character,
who embrace our
Shared Beliefs
of integrity, diversity,
accomplishment,
mutual respect and support,
and a commitment to the
betterment of our communities,
our nation and our profession.”*

***Excerpt from Baker Donelson
Vision, Mission and Values***

I. The Modern Definition of Employee Engagement

- They don't work just for a paycheck, or the next advancement, but they have **internalized the organization's vision, goals and deeply want those goals to be realized.**
- Not the same as employee satisfaction or happiness.

II. The ROI, Business Case for Employee Engagement

- **Improved Productivity and Service**
(Internal and external client service levels)
- **Revenue**
- **Employee and Client Retention**
- **Total Shareholder Returns**

EFFECTS OF EMPLOYEE ENGAGEMENT ON OPERATING INCOME

COMPANIES WITH HIGH LEVELS
OF EMPLOYEE ENGAGEMENT

↑ **19%**

OPERATING INCOME IMPROVEMENT
OVER 12 MONTH PERIOD

COMPANIES WITH LOW LEVELS
OF EMPLOYEE ENGAGEMENT

↓ **33%**

OPERATING INCOME DECLINE
OVER 12 MONTH PERIOD

How easy do
I make it for
you to do
great work?



V. Anatomy of an Engaged Employee

Engaged Employees:

- **Passionate; Very willing to contribute**
- **Displays emotional passion for their work & the company's success**
- **Intellectual approaches to problem solving**



V. Anatomy of an Engaged Employee

Not/ UnEngaged Employees:

- *Just* meet expectations
- Just getting by
- Flying under the radar
- Able to accomplish tasks, but not consistently
- Often feel overlooked; potential is not being tapped.

V. Anatomy of an Engaged Employee

Disengaged Employees:

- **Disruptive, negative or toxic toward the organization & mission**
- **Actively undermines engaged co-workers**
- **Openly or subversively campaign against the company.**



TOXIC!

V. Anatomy of an Engaged Employee

The numbers are discouraging...

68%
**Disengaged in
the USA today!**

- **Engaged 32%**
- **Not Engaged 51%**
- **Actively Disengaged 17%**

Source: Gallup, 2019

III. 5 Approaches To Motivate Without Money

#1 Trust

#1

Trust

WHY:

***The absolute
single-most
critical element
of engagement***

5 Approaches To Motivate Without Money

#2

***Core Values
and a clear,
compelling
Vision, Mission.***

The graph displays the percentage of people in the U.S. who are obese from 1980 to 2010. The x-axis represents the year, and the y-axis represents the percentage of people who are obese. Four data series are shown: non-Hispanic white (green), non-Hispanic black (purple), hispanic (orange), and non-Hispanic Asian/Pacific Islander (red). All groups show a general upward trend in obesity rates over the 30-year period. The non-Hispanic white group consistently has the highest percentage of obesity, while the non-Hispanic Asian/Pacific Islander group has the lowest.

Year	non-Hispanic white	non-Hispanic black	hispanic	non-Hispanic Asian/Pacific Islander
1980	15.0	12.0	10.0	8.0
1985	16.0	13.0	11.0	9.0
1990	17.0	14.0	12.0	10.0
1995	18.0	15.0	13.0	11.0
2000	19.0	16.0	14.0	12.0
2005	20.0	17.0	15.0	13.0
2010	21.0	18.0	16.0	14.0

- [illegible]



**KEEP
CALM
AND
FOLLOW ME**

5 Approaches To Motivate Without Money

#3

***Ensure Leaders
and Managers
are Role Models***

***(especially mid-level
managers)***



**KEEP
CALM
AND
FOLLOW ME**

#3

***Leaders and
Managers who are
Role Models
(especially mid-level
managers)***

***WHY:
They inspire the
performance of
the majority of
staff***

5 Approaches That Motivate Without Money

#4

***Commitment to
internal
clients/customers
/teams
comes before that
to external
customer/clients***

Team Playbook

Play #4: **You don't have to like** each other, but you can not show it.

While on the field, you must respect and support each other with world-class internal customer service at all times.

No drama. No gossip.

No denying one another support- at any time!

#4

**Commitment to internal
clients/customers
/teams
comes before that to
external
customer/clients**

WHY:

**The level of internal
customer service
reflects upon that
provided to the
external client**

5 Approaches That Motivate Without Money

#5

***Fair, Objective
and Sincere
Praise,
Recognition &
Rewards***



Thank you!

#5

Fair, Objective and Sincere Praise, Recognition & Rewards

WHY:

Fundamental human need.

Often more powerful than monetary reward. Confirms work is valued.



Maslow's Hierarchy of Needs