

**Social Super Glue:
How to Create Culture &
Communication that Increases
Retention**

By: Kris Boesch, CEO of Choose People



EXEC MGMT CONFERENCE
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OMNI INTERLOCKEN RESORT & SPA
Denver, Colorado May 16-18, 2019



A little bit about your world...and what you're up against



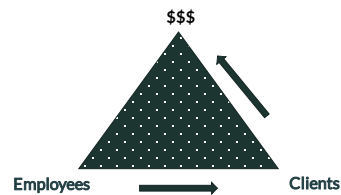
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My background...



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Organizational Triangle:



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CSU Research – 8 Critical Factors

1. Supervisor
2. Co-Workers
3. Autonomy
4. Impact
5. Meaning/Job Fit
6. Organizational Fit
7. Organizational Support
8. Work-Family Climate



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How happy or unhappy do you think your team is?



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What do we mean by happy?



Fluffy stuff?



Financial Return on Investment

- If you have an employee who makes \$40K/year
- If they are *unhappy* they will cost you an additional \$39K/year to the bottom line
- Whereas if they are *happy* they will contribute \$21K more to the bottom-line
- For a spread of \$60K or a 1.5 multiple of their salary

How the numbers add up:

- Lower turnover
- Easier recruitment
- Better customer satisfaction – 14%
- Higher efficiencies – 22%
- Fewer sick days – 28.4%
- Fewer mistakes – 26%
- Fewer lawsuits
- Reduce brain drain on fellow employees



Emotional Return on Investment



Culture is the Secret Sauce, but the Secret Ingredient is...



Known, Matter & Included



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Your Linchpin – Area/Building Managers and Supervisors



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Plus the Role of the Office – Be thinking about spark activities...



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Known: Reduce Overwhelm & Expand Time



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Known: Don't Accept Stereotypes nor Office/Field Division



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Known: Temperature Check



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Known: Speed Connecting



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Matter



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Matter: Empower 1000-2000 hours



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Matter: Shift Accountability



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Matter: Stand for Their Success

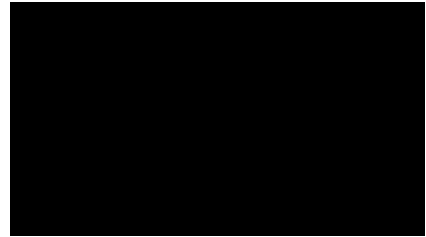


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5-Minute Break

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Matter: Create Interdependency Awareness



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Key Lessons:

- Each piece is mission critical to the whole
- The whole is mission critical to each piece
- Clear vision of a shared purpose
- Collaboration, communication and coordination
- Commitment, perseverance, and grit
- Rhythm and cadence shifts as needed
- Planning, trying on, failing, tweaking, try again
- Back of house and front of house

Matter: Honor Your Best & Honor Your Loyal



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Included



Included: Create Shared Identity & Pride



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Included: Connect Money & the Mission



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Included: Effectively Cascade Consistent Communication



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Included: Anchor Exchanges after Orientation



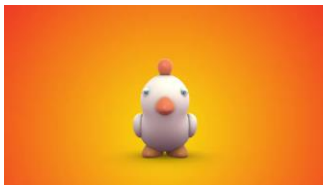
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Included: Leverage the Power of Shared Music, Story and Humor



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But what about all those scapegoats...

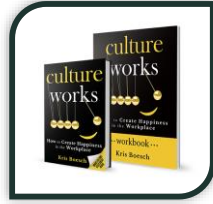


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Next Steps...

- Action Jackson
- Empower Your On-site Supervisors
- Office to Field Spark Activities

- Weekly Culture Tip
- **Culture Works** Book/Workbook/System



One final thought...

