

9 WAYS TO Energize, Empower & Engage Your Employees

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Hosted by: Terryberry
recognized



Summary

Energize

1. Honor the Employee Iceberg
2. Take a Sample of One
3. Coach, Don't Judge

Empower

4. Tap the Power of Praise
5. Avoid the Weakness Trap
6. Be Catalytic

Engage

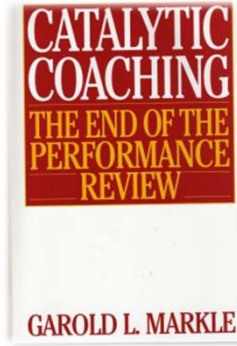
7. Focus on Careers vs. Jobs
8. Recognize, Cultivate & Nurture Genius
9. Leverage with Technology



Terryberry



WOW! us ...and Win!



If we address your question during today's live broadcast, you'll receive a complimentary copy of "*Catalytic Coaching: The End Of The Performance Review*" by Gary Markle.

Q & A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.



Energize

1

Honor The Employee Iceberg



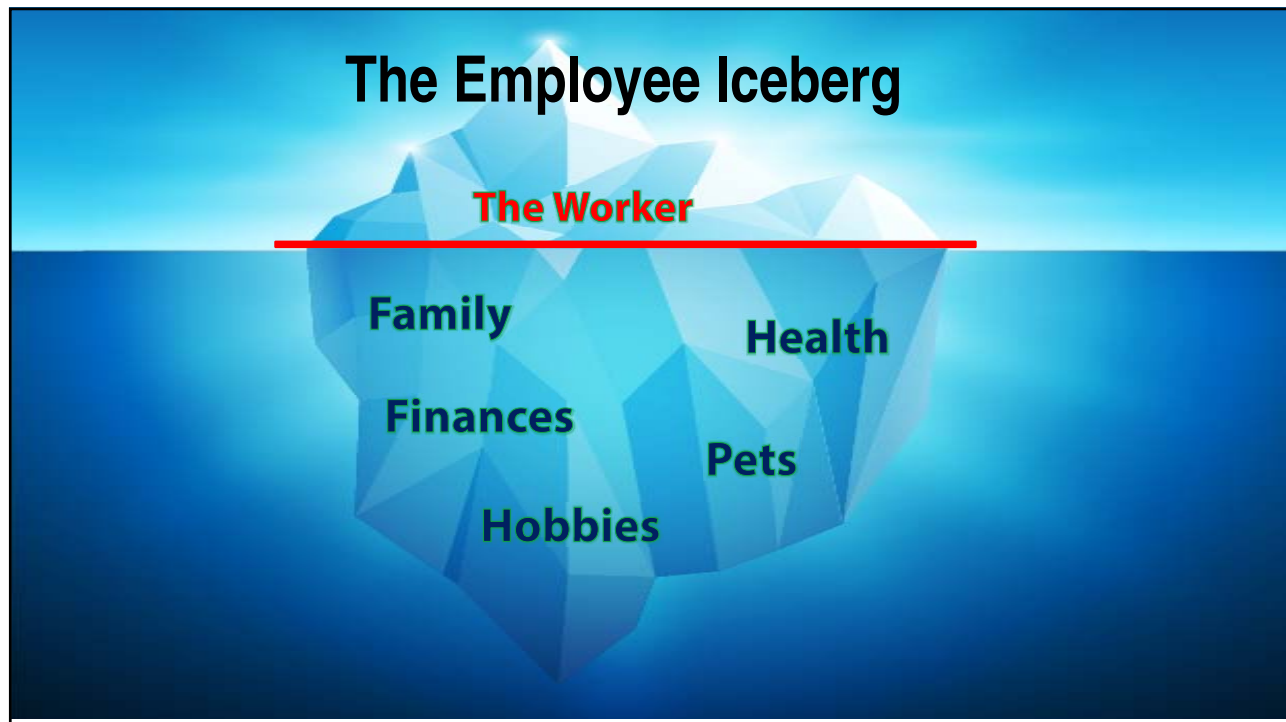


Objectifying people

The diagram illustrates the concept of objectification. It features a central image of a man in a light blue shirt and tie, looking upwards. To his left is an oval containing a group of people working at computers. To his right is an oval containing a yellow bulldozer. Below the bulldozer is the word 'OR' in blue, and below that is an oval containing stacks of US dollar bills. A green equals sign is placed between the group of people and the bulldozer.

ENERGAGE
Energize, Empower, Engage

Terryberry



Problem Promotion

1. Technical Report Writer
2. Sr. Technical Report Writer
3. Manager of Technical Report Writers
4. Resignation
5. Manager failed by following The Golden Rule



Energize

2

Take a Sample of One

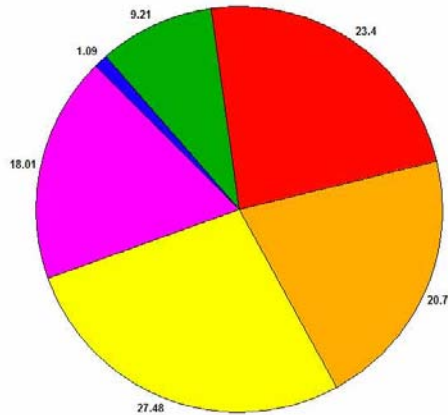


Most Popular Question of Our Time...
How to motivate...



Generations

- Baby Boomers
- Gen X
- Gen Y / Millenials
- Gen Z



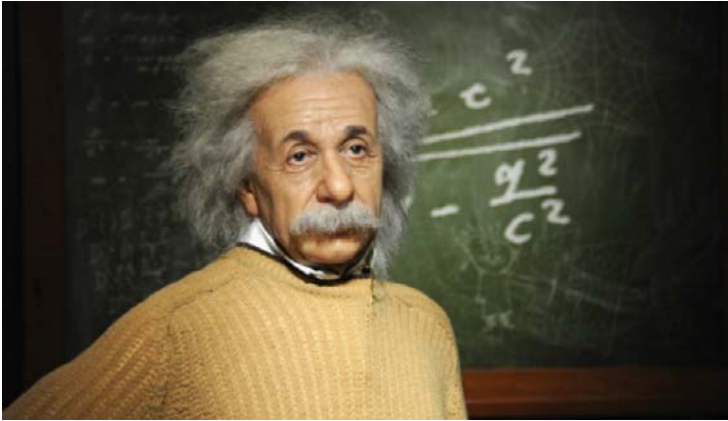
- Greatest Generation
1901-1926 - 1.09%
- Silent Generation
1927-1945 - 9.21%
- Baby Boomers
1946-1964 - 23.4%
- Gen X
1965-1980- 20.79%
- Gen Y / Millenials
1981-2000 - 27.48%
- Gen Z
2001-2014 - 18.01%



What if... we treated each individual as a Sample of One?



What if... we treated each individual as a Sample of One?
and inferred behavior to a Population of One?

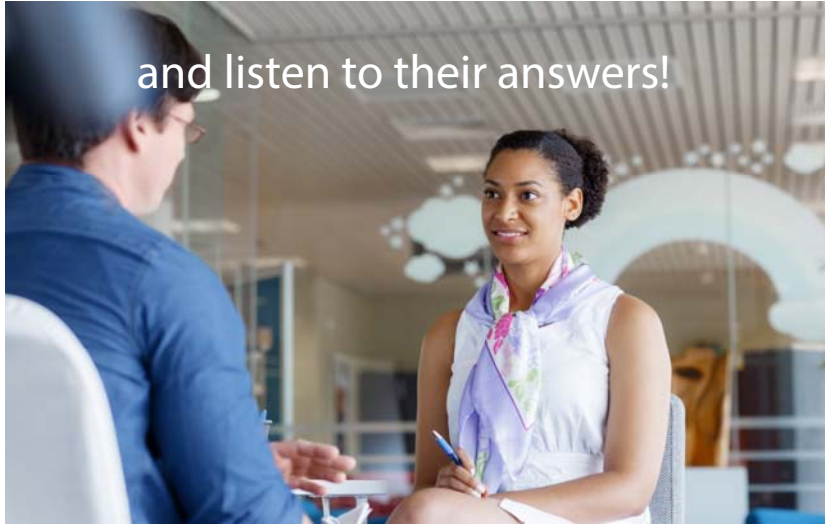


We'd have to talk with them...



We'd have to ask them questions...

and listen to their answers!



Individuation



My Wife: Cat Whisperer



Changing Challenges



Energize

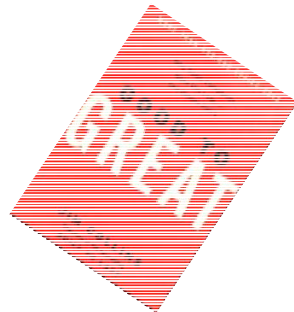
3

Coach, Don't Judge



The Collins Bus

"It's leadership's responsibility to get the right people on the bus, the wrong people off the bus and everybody in the right seats."



Operational Definition of Coaching

- Take these resources (people, equipment, \$) and get your team to work together in a way that allows them to win.
- If you're not winning, I want to know what changes you're making.
- If you're still not winning and I lose faith in your proposed changes, I'm going to get a new coach.



Forcefully Facing Fear



How good is your organization at Energizing employees?

Quiz 1



1. Shockingly Good
2. Above Average
3. Middle of the Road
4. Below Average
5. Drainingly Bad



Empower

4

Tap the Power of Praise



Participant Observation



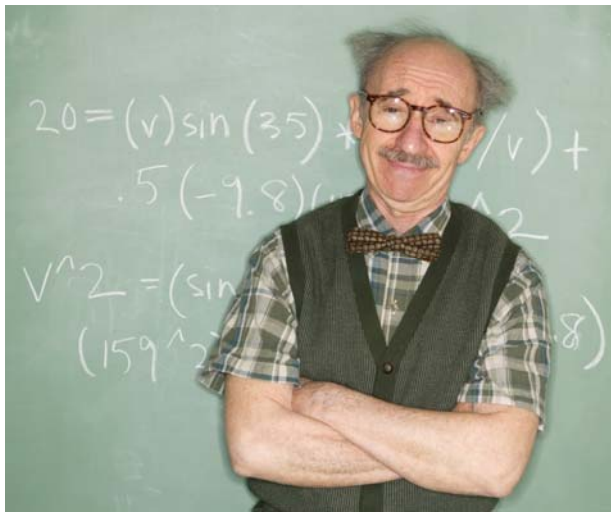
Trail of Tears



Sawubona = "I see You"



Praising the Professor



Empower

5

Avoid The Weakness Trap



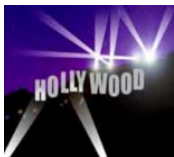
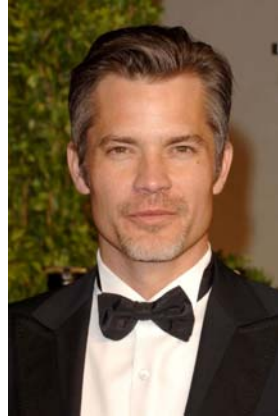
Problematic Best Practices

- Job Descriptions
- Performance Standards
- Likert Scales
- 360 Degree Feedback





Gabriel vs. Timothy



Bette vs. Nicole



The Weakness Trap

- You're great at these things
- You're bad at those things
- Now... Work on what you're bad at!



My Sports Career



Stubborn Sales Leader

- #1 Seller
- Slow to turn in paperwork
- Unresponsive to negative feedback
- Increasingly resistant

What do you do?



Empower

6

Be Catalytic!



Definition of "Catalytic"



"Speeding the pace of significant change."



The **GIFT** of Coaching

A key objective of effective coaching ought to be to spend *more time* with **GOOD** employees and *less time* with **BAD** ones.



Error Prone Accountant



How good is your organization at Empowering employees?

Quiz 2



1. Powerfully Good
2. Above Average
3. Middle of the Road
4. Below Average
5. Incredibly Weak



Engage

7

Focus on Careers vs. Jobs



Dealing with High Potentials

- It's more important what you're becoming than what you're getting! - Stephen Covey
- When a high-achieving, high-potential employee stops learning, she starts looking! - me



Primary Focus



Heir Unapparent



Heir Unapparent, II



Engage

8

Recognize, Cultivate & Nurture
Genius



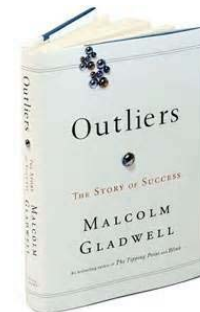
Nature of Genius

- Extremely rare
- International in origin
- Hard to find
- Easy to kill
- Thrives in very specific conditions



Malcom Gladwell IQ & Paradigm Change

- Achievement is as much about talent as it is opportunity
- Threshold Variables
 - NBA Height
 - GPA for College, Graduate School, Law School
- "A mature scientist with an adult IQ of 130 is as likely to win a Nobel Prize as is one whose IQ is 180"
- Opportunity (when & where born)
- Environment (how supported)
- "Outliers always have help along the way"



Weird, but Wonderful

- Dr. Alan Turing
- Enlisted by British Secret Service to crack Nazi code
- Invented first computer
- Helped win a world war
- Towering genius
- Borderline autistic
- Illegally gay
- Incapable of playing politics properly
- Saved millions of lives



The Martin Agency



Engage

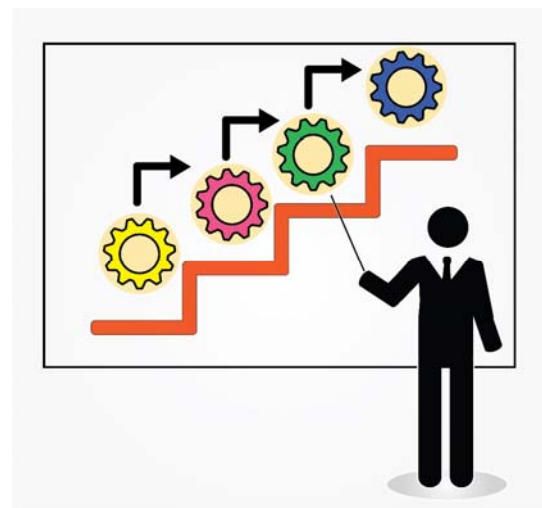
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Leverage with Technology



Scalability: The Ultimate Challenge

1. Can you coach?
2. Can you teach others to coach?
3. Can you teach others to teach others to teach others to coach?
4. Can you construct and nurture a coaching culture?
5. Logarithmic impact

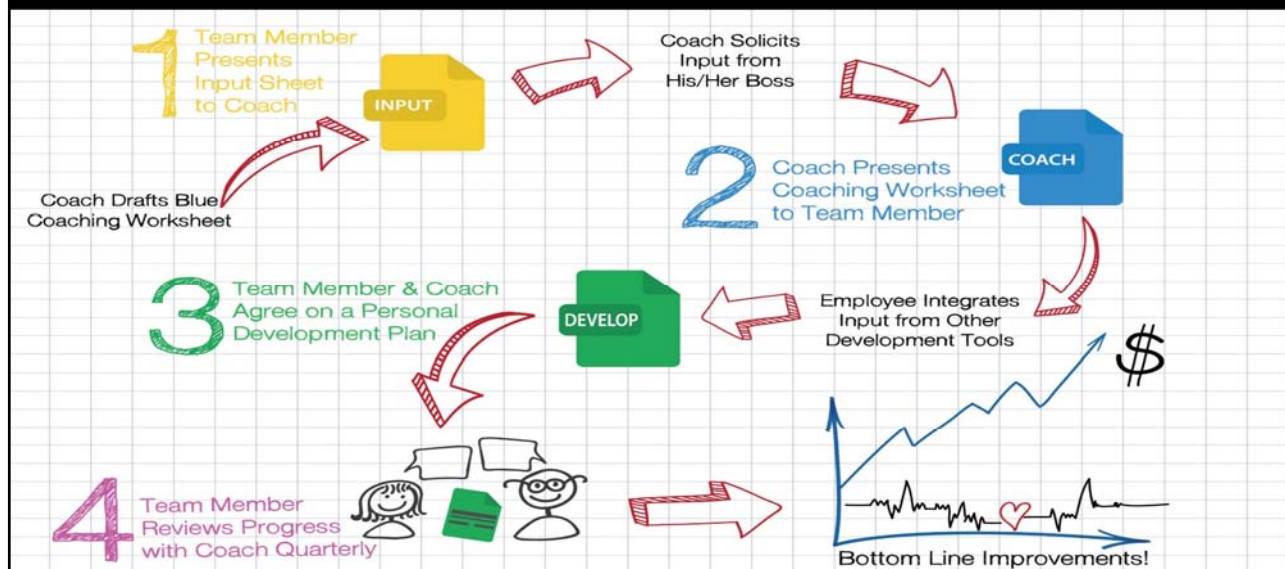


Formula for Catalytic Coaching

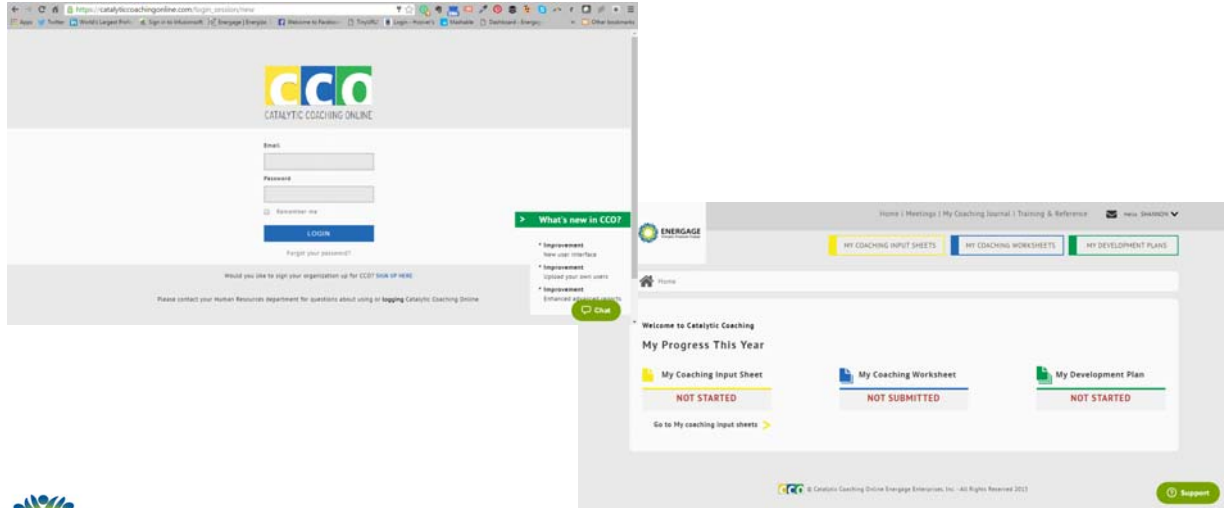
3 Forms
+
4 Meetings
+
5 Hours/EE/Year



Catalytic Coaching Process Overview



Catalytic Coaching Online



Personal Development Plan

1. SMART
2. Tailored
3. Prioritized
4. Stewardable



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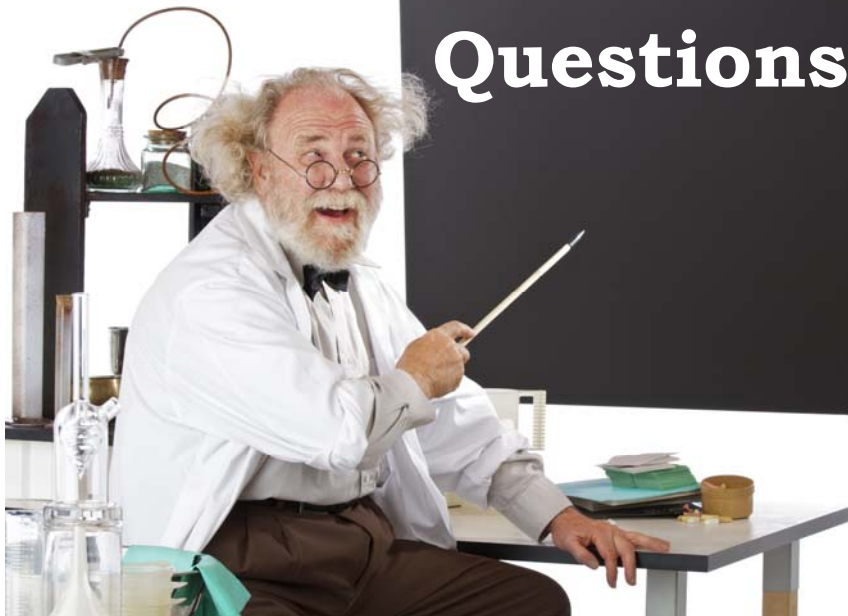
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Questions?



For More Information

- Website (Energage.com)
- LinkedIn/Facebook/Twitter
- Book
- Software (CatalyticCoaching.com)



**This program is pre-approved for
ONE General HRCI Credit and
ONE SHRM PDC**



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