



CRAVE

You can enhance employee
motivation in 10 Minutes by
Friday®

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January 23rd 2020





10 MINUTES BY
FRIDAY®

Make an
even better
place to work

2/3

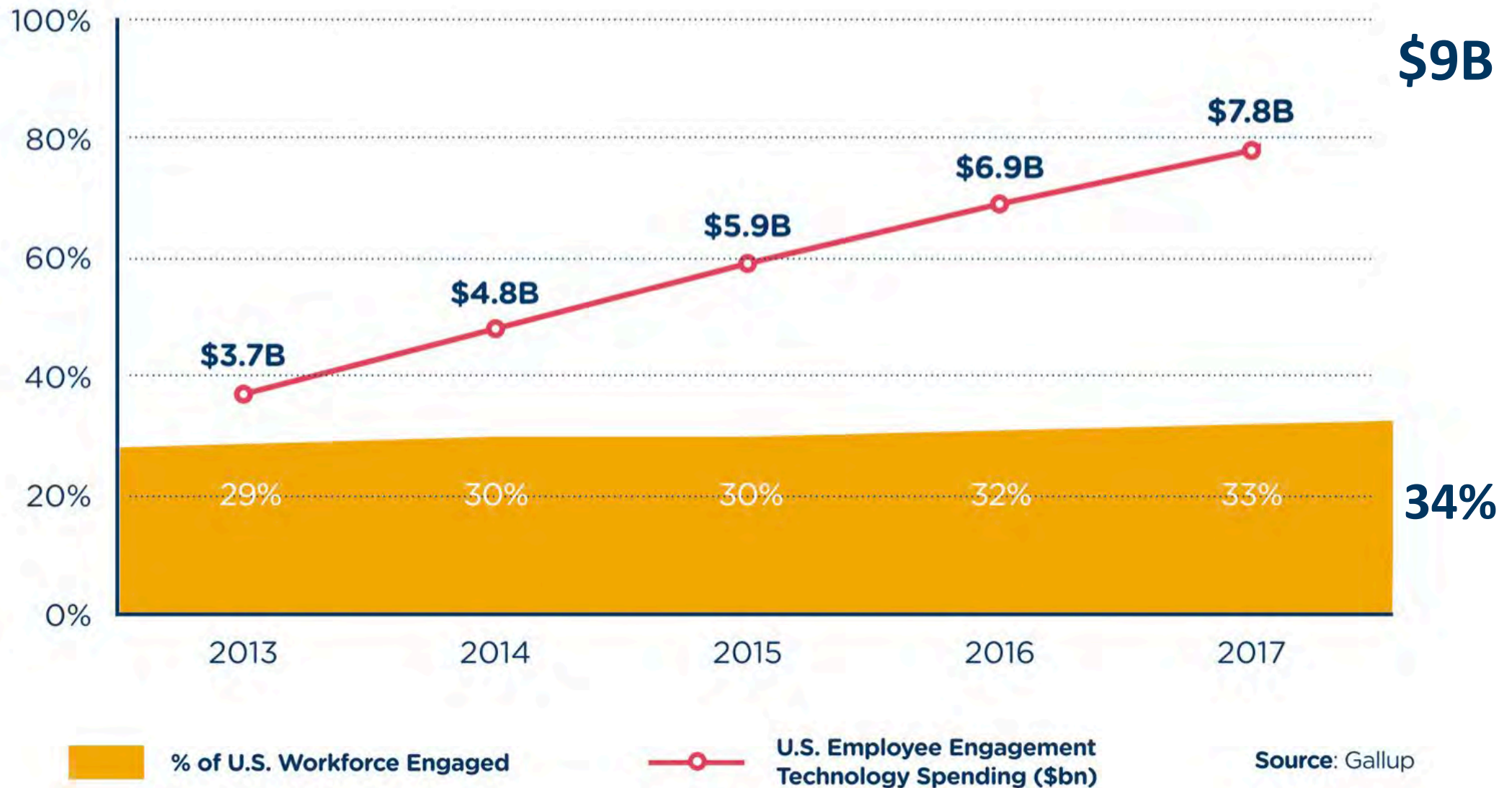
of employees
are not engaged
or are actively...

Disengaged

Show of HANDS



Big Spending, Little Impact





10 MINUTES BY
FRIDAY[®]

91%

of my clients'
employee are

ENGAGED!



What do you

CRAVE

at work?

Over 8 decades of proof

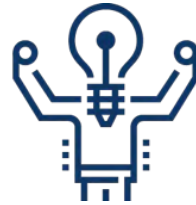
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Three things people

CRAVE

at work

What people **CRAVE** at work



Respect



Purpose



Relationship

What could you do at work, in as little as 10 minutes a week, that would fuel the workplace with more of what people CRAVE?



10 MINUTES BY
FRIDAY[®]

**DO NOT
RECOGNIZE ME?**

Show of HANDS





#1 Reason people leave their jobs is because...

...they don't feel appreciated

GENIE?

Choice 1

50%

Improvement for the
next 12 months



Choice 2

Replicate your
best employees
forever



Choice 2

Replicate your
best employees
forever





10 MINUTES BY
FRIDAY®

CRAVE

Is it different
by generation?

A photograph of an older couple, a woman with blonde hair and a man with a grey beard, both smiling and looking at a smartphone held by the man. The image is overlaid with a semi-transparent blue filter.

Born 1946 - 1964
Baby Boomers

A photograph of two men in an office setting. One man is seated at a desk with a laptop, looking at the screen, while the other man stands next to him, also looking at the laptop. The image is overlaid with a semi-transparent red filter.

Born 1965 - 1980
Generation X

A photograph of a group of young adults at an outdoor social gathering. A man in a hat and glasses is smiling and holding a smartphone, showing it to others. The group is wearing colorful leis. The image is overlaid with a semi-transparent blue filter.

Born 1981 - 1996
Millennials

A photograph of a young person with blonde hair wearing large headphones and smiling while looking at a laptop screen. The background shows a modern interior with a lamp and bookshelves. The image is overlaid with a semi-transparent yellow filter.

Born 1997 & Later
Generation Z

How do you think people view your generation? Why?

What is the biggest myth or misconception about other generations?

- **Gen Z – Born after 1997**
- **Millennials – 1981 – 1996**
- **Gen X – 1965 – 1980**
- **Boomers – 1946 – 1964**

What do you most wonder about other generations?

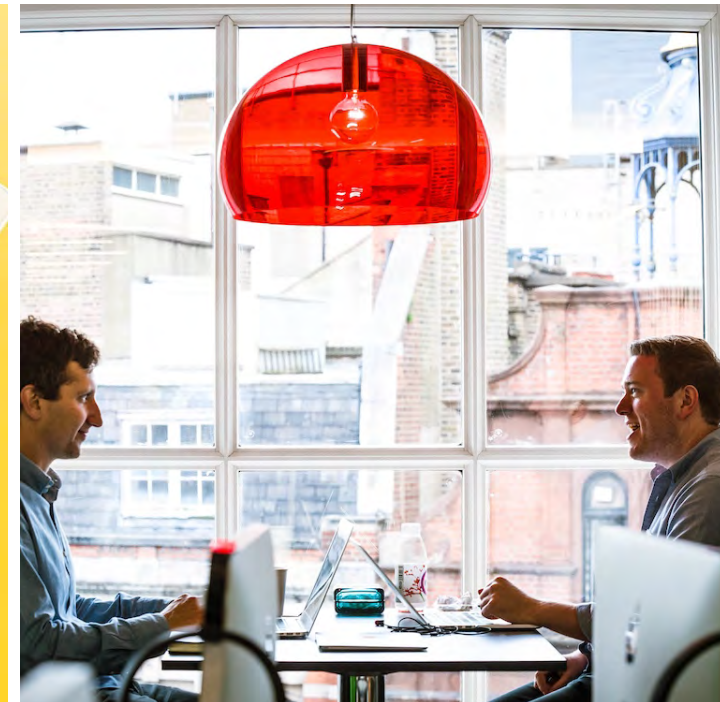
All generations want...

- **Growth opportunities**
- **Good managers who care about them**
- **Jobs suited for their talents and interests**



Younger generations want a little more...

- **Sense of purpose**
- **Connection and collaboration via technology**
- **Frequent communications**



Ultimate leadership habit:

Strategically
recognize
employees

*Being strategic with your
recognition replicates
your best people.*

Strategic Recognition

3 Steps

Tell the
ACTION

CONNECT
to a focus
area

Share the
IMPACT



Recognize
what you want to
see more of

**What business
results matter
most in your
work area?**

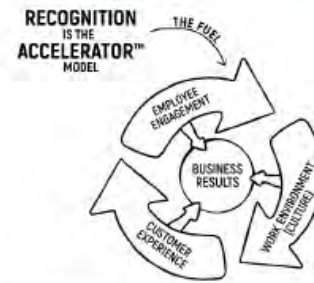


A few Potential Metrics To Get You Started...

- Employee turnover
- Attracting talent
- Returning customer (retention)
- Lower default rate
- Lower cost of acquisition (re-loan)
- eSig rate
- Operational costs
- Compliance issues (quality)

Recognition Accelerates Business Results

This exercise will guide you through how to recognize people and what to recognize them for in order to accelerate the business results you care about most.



STEP 1: How do you measure success? List the metrics that matter most to you personally, your team, and/or the organization.

Sample metrics

1. Average sale per customer
2. Customer retention
3. Number of referrals
4. Cross-selling/up-selling
5. Employee turnover/absenteeism
6. Safety issues/liability
7. Time to fill a job
8. Health care/insurance costs

STEP 2: What actions can you strategically recognize to accelerate your business results?

*"If you want to see more of something...
recognize the actions that lead to it."*

What actions do you want to see more of that will impact your chosen metric?

Metric: Increase Customer Loyalty

Actions to recognize: (Below are a few examples for illustration purposes.)

1. Proactively follow up with customers to ensure they have what they need.
2. Take the time to recommend additional value-add solutions for customers.
3. Make a referral for a customer.
4. Demonstrate responsiveness in a thoughtful and strategic way.
5. Share an article of interest to help build the relationship.
6. Identify and share opportunities for customers to save money.

Metric:

Actions to recognize:

- 1.
- 2.
- 3.



**BUT...THAT'S
THEIR JOB**



What to Recognize

1. **First Downs**
2. **Touchdowns**
3. **Championships**



10 MINUTES BY
FRIDAY™

What to look for

What to recognize people for

	FIRST DOWNS	TOUCHDOWNS	CHAMPIONSHIPS
WHAT TO LOOK FOR	effort level	key results	major accomplishments/ milestones
TYPES	setting the standard above and beyond wow moments	project/team success process improvement innovative idea	sales, productivity, or cost-saving goals career milestones team milestones

Ways to Recognize



1

Write a personal note

4

Share a success at team meeting

2

Post online a short “story” of a best practice or WOW moment

5

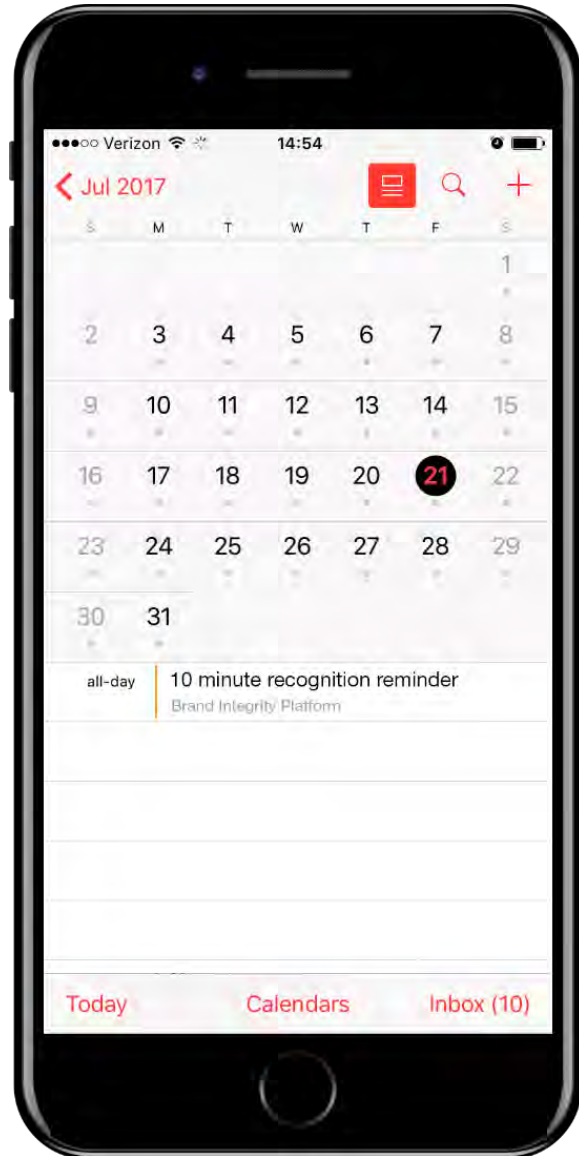
Give a gift of thanks with a personal note

3

Conduct in-person conversation

6

Send an email, e-card or post a success to an external social media site



10 MINUTES BY **FRIDAY[®]** CHALLENGE

**WILL YOU
REALLY?**



RAGING RIVER OF responsibility

what is the **most**
memorable
behavioral change you've
made recently?



8

percent

10

percent



Habit

A thought or behavior that is repeated over and over until it becomes almost involuntary.



Creating a Habit



Creating a Habit

5 steps for habits that **STICK!**

1

Change your mind:

Habits require a shift in thinking. To change your mind, you must care enough to *want* to change the way you think, speak, and act. You must *believe* you can, should, and will change the way you act.

2

Create routines and behaviors:

The word habit implies “repeated action.” What are the repeated actions you will take to support your ability to achieve your goal?

3

Demonstrate willpower:

Obstacles inevitably present themselves and willpower is needed to control your attention, emotions, and desires. What obstacles will challenge your willpower? What actions will you take to overcome obstacles?

Creating a Habit

5 steps for habits that **STICK!**

4

Focus on benefits:

Look for small wins. Provide yourself with positive reinforcement. Pay attention to the personal and business impacts and results.

5

Track effort daily:

Success is driven by daily questions that keep you thinking about the right behaviors for making positive change happen. Rate your effort level on actions you can control. Did you do your best?



Verizon LTE 5:00 AM 100%

Like Comment Share



Nancy Roberts

Yesterday at 9:29 AM · 🧑🏻🧑🏻

Today marks 6 weeks without any sugar, getting up at 4am to run 5k's each day before breakfast, lifting weights and crunches during lunch time. I've stopped eating meat, dairy, flour and ICE CREAM. No caffeine. The change in my body has already been fantastic! I feel great! Zero alcohol! Eating a healthy diet that is completely vegan, gluten-free, caffeine-free and sugar-free. And working out for 2 - 4 hours every day! I have lost 35 pounds of fat and gained muscle mass!

I don't know whose status this is, but I was really proud of them so I decided to copy, paste and share! LMAO

👍👉👎 62

35 Comments



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