

The Secret to Keeping Employees



Speaker
Author
Coach
Trainer

*High Potential and High Performing
Middle Managers*

Some of the
companies Star
has presented to:



Maslow Hierarchy of Needs and Motivation



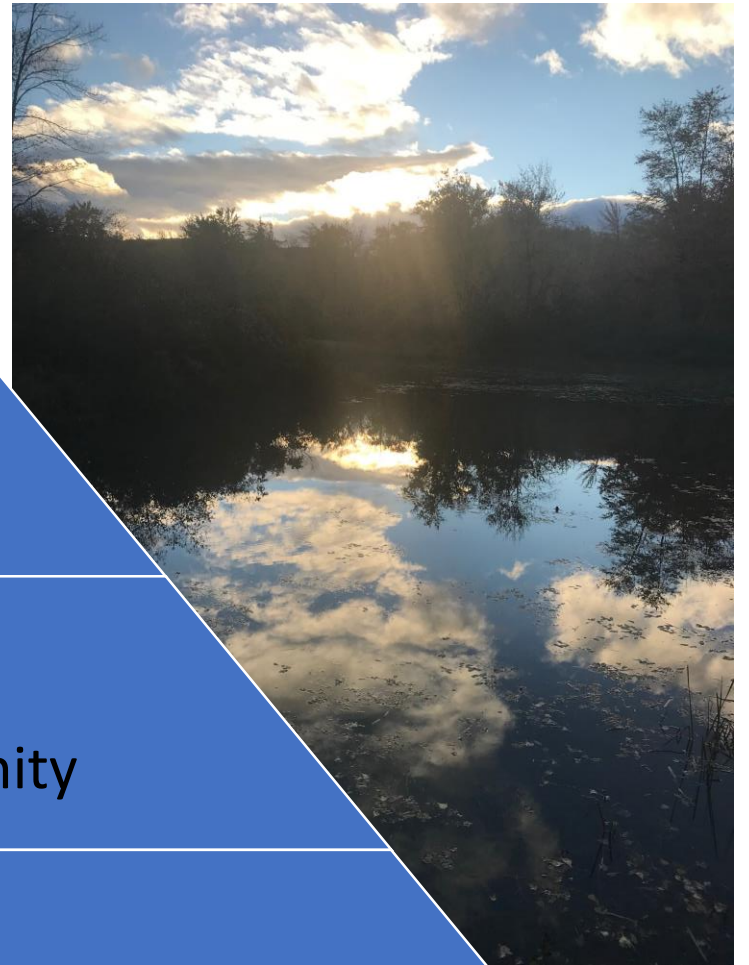
**Self
Actualization**

Self-Esteem
achievement
education

Social
love, acceptance, community

Safety and Security

Biological
food, water, shelter, sex, sleep



Hierarchy of Retaining Employees



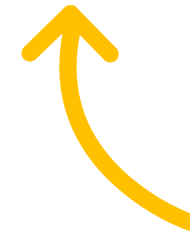
Basic Needs

Security, Food, Shelter,
Sleep, Safety



Belonging

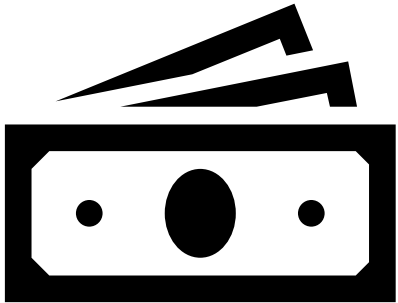
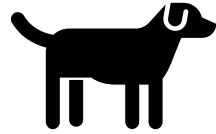
Heard, Seen, Accepted,
Appreciated



Full Potential

Contributing, Part of
Something Bigger than
Self





Basic Needs

Administrative Assistant I Manchester, NH

Results

| Salary

Benefits

Detailed Job Info

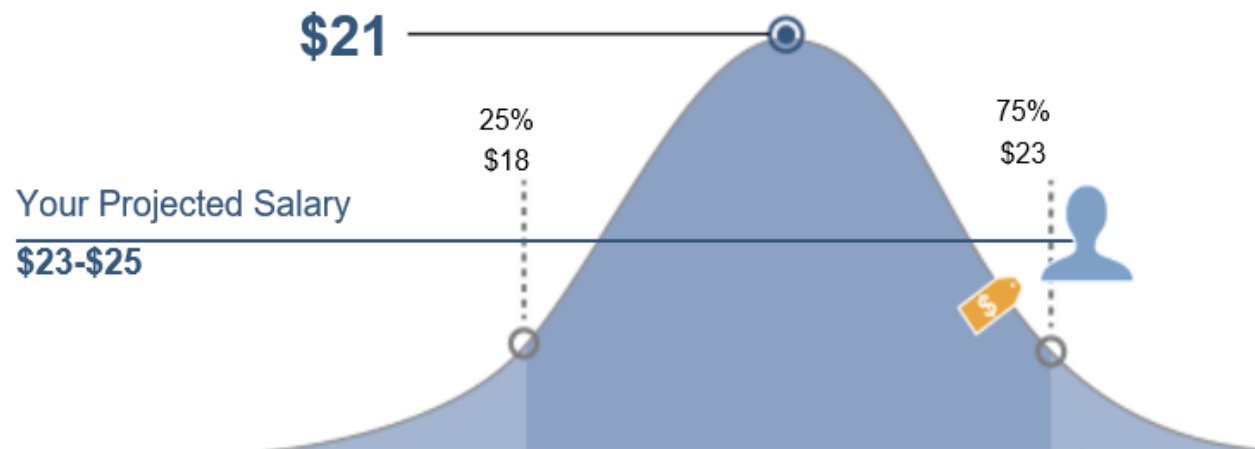
Similar Jobs

Job Openings

**Purchase
The Full Report**

Salary Salary + Bonus

Methodology



Hourly

Education

20+

Direct
Reports

CEO/Board of
Directors

Superior



Belonging

What Creates Belonging?

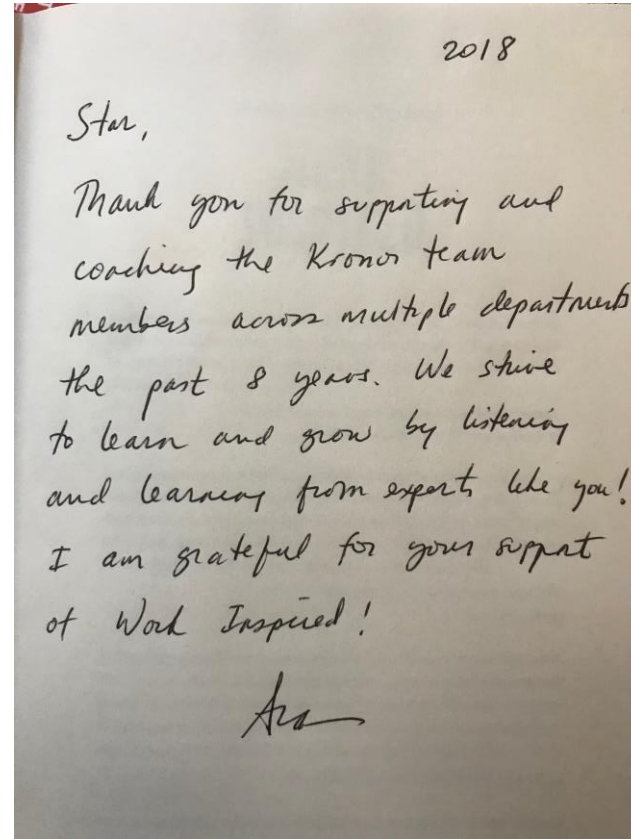
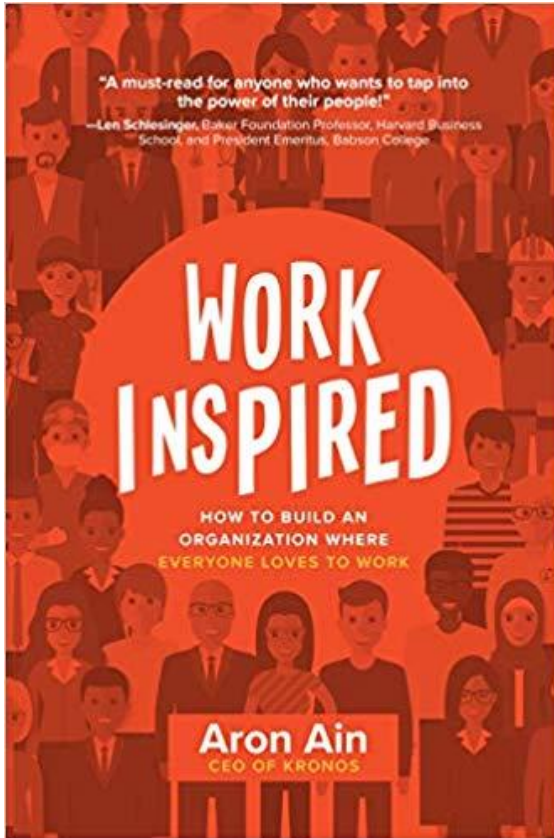




Being Heard

- Network
- Falling Down – I want breakfast
- Serena Williams
 - Not Fair
 - I've never cheated in my life
 - Say your sorry
- Market Basket
 - Deli labels

Feeling Appreciated



Aron's Six Techniques for Creating a Culture of Thank you

1. Create forums
2. All teams their own recognition
3. Provide opportunities for employees to thank managers
4. Provide public recognition, not just rewards
5. Recognize for referring new employees
6. Practice Mass Gratitude

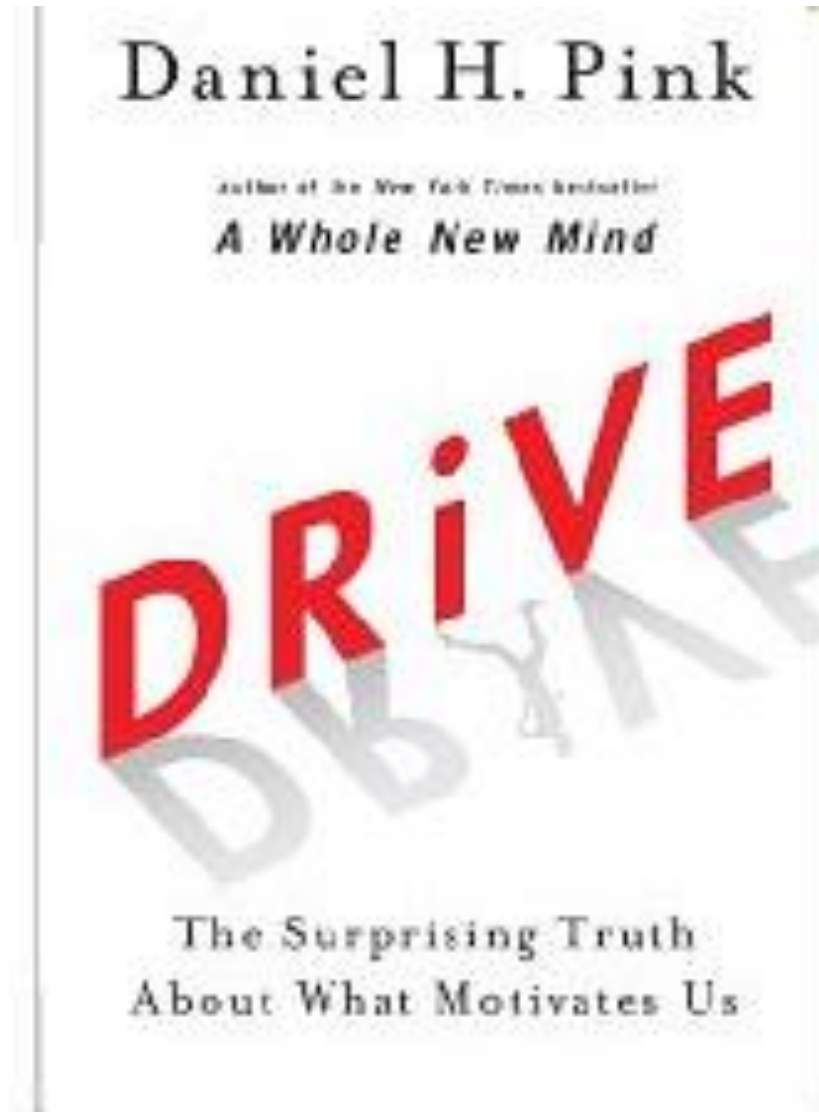
"I wanted Kronos to be "nice" to people – which of course we I did – but because I was convinced that focusing on people and culture was the soundest *business* strategy. " ~ Aron Ain

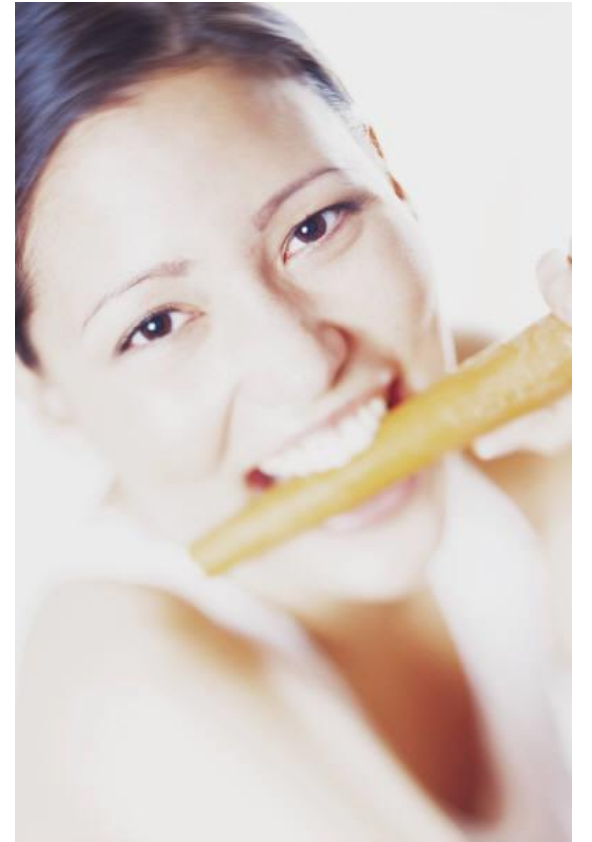
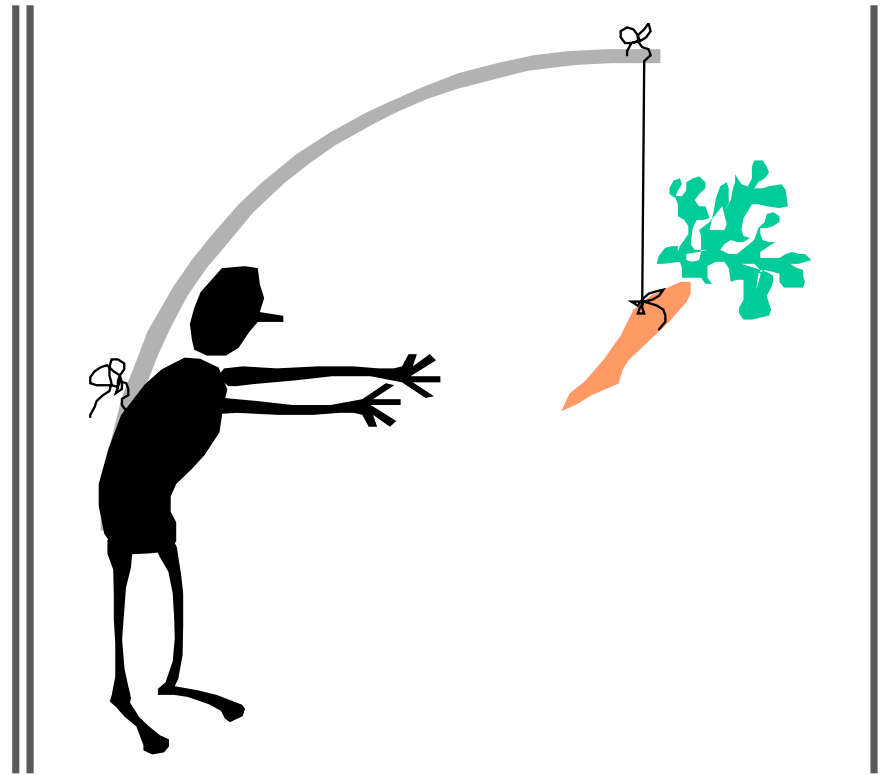
Community



Full Potential

Internal Motivation





Rewards: Carrot and the Stick

“If.... then”

Rewards System: Routine Work

- Can you increase the task's challenge or variety or make it less routine or connect to a larger purpose?
- If NO - Use IF-THEN Rewards and:
 - State why the TASK is necessary
 - Acknowledge the TASK is repetitive
 - Allow people to complete the TASK their own way



Rewards System: Non-Routine

- Long term healthy motivational environment
- Foster Internal Motivation by:
 1. Autonomy
 2. Mastery
 3. Purpose
- Consider “**Now That**” unexpected rewards, that are more effective if they offer:
- Praise and feedback
- Useful information, not controlling information



1. Autonomy: Performance based

- Must deliver results
- Does not equal independence
- Self Directing Teams
- Unobserved
- Financial Results++

Task

3M's 15% time
Google's 20% time

Time

When's your best time to work?
Best Buy un-schedule

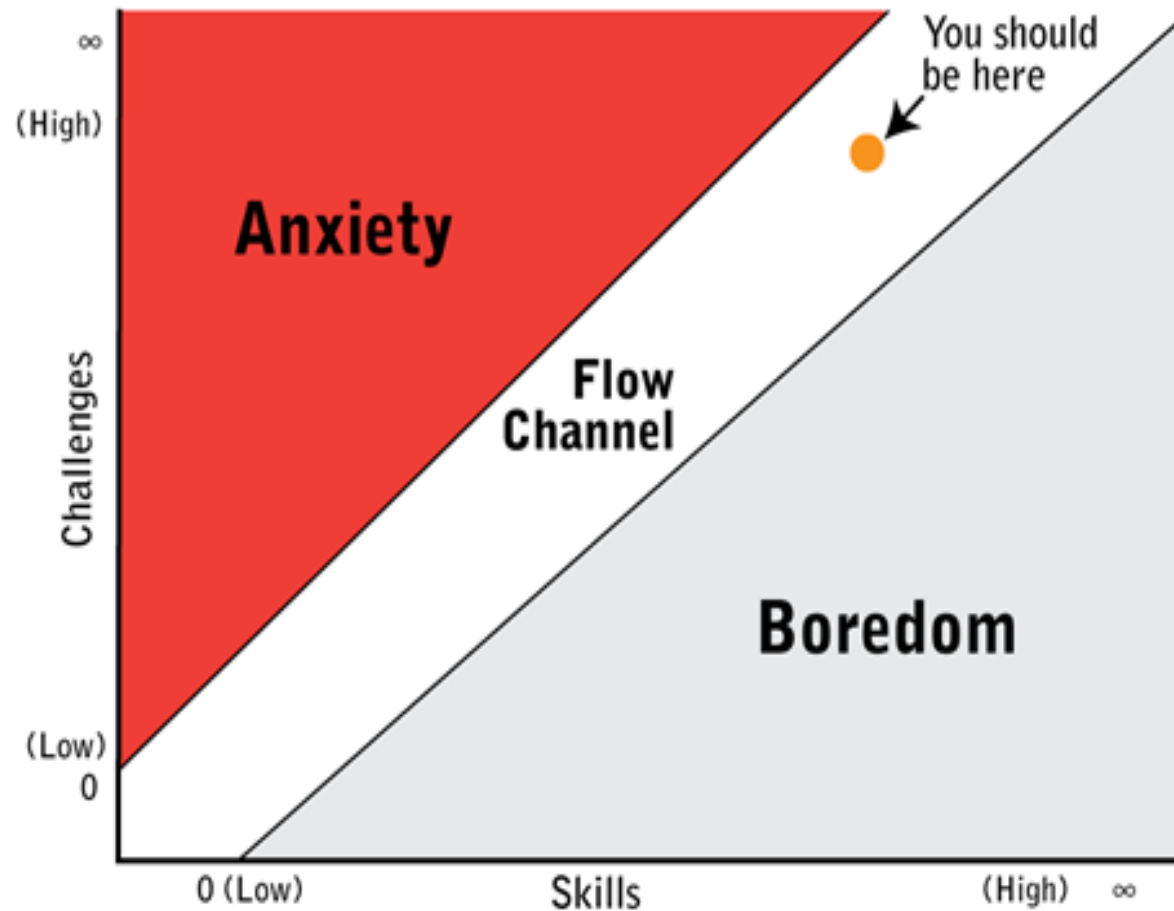
Technique

Zappos case

Team

Who do you want to work with?

2. Mastery: Flow, balance chaos and boredom



- Mastery begins with “flow”:
- Challenge match to abilities.
 - Goals and efforts become clear.
 - People live so deeply engaged, that their sense of time, place and even self melt away.
 - Mindset, hard work, journey

3. Organizational Purpose

Goals

Allow employees to pursue purpose.
Align the goals with purpose.

Words

Emphasize more than self-interest, “I” to “We”.

Policy

Example: Tie budget to charitable well-being, 20% time with a purpose/alignment

Profit goals, can cause sickness, depression, anxiety

Purpose goals, can cause well being, Intrinsic motivation

Your Secrets to Employee Retention?



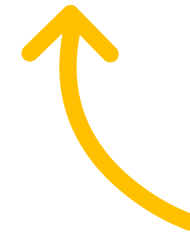
Basic Needs

Security, Food, Shelter,
Sleep, Safety



Belonging

Heard, Seen, Accepted,
Appreciated



Full Potential

Contributing, Part of
Something Bigger than
Self

