

**FIRED UP!**  
Leading Your Organization to Achieve Exceptional Results  
Gregory P. Smith  
www.chartcourse.com  
Greg@chartcourse.com  
CHART YOUR COURSE

---

---

---

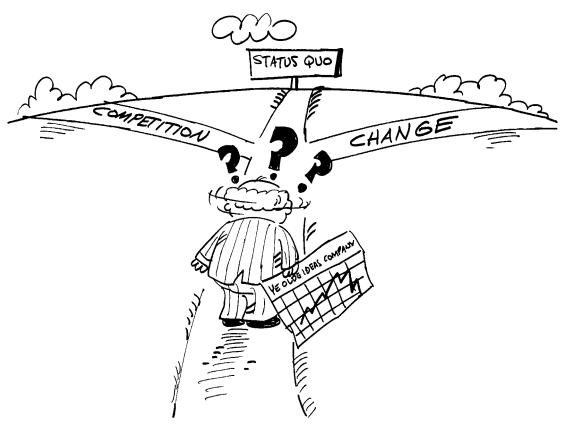
---

---

---

---

---



---

---

---

---

---

---

---

---

**Perfect Storm**

- Job Satisfaction
- Skill Shortage
- Generational Differences
- Employee Retention

---

---

---

---

---

---

---

---

## Skill Shortage 2010-2020

The United States will need **123 million** high-skilled workers  
Only **50 million** Americans will qualify

By contrast, low-skilled, low-paying jobs will shrink to **26 percent** of total jobs  
**44 million** people needed, but **150 million** will be seeking those jobs

Edward Gordon  
Winning the Global Talent Showdown  
www.chartcourse.com



---

---

---

---

---

---

---


---

### “American’s Job Satisfaction Falls To Record Low”

*The Washington Post*

Only 45% of Americans are Satisfied With Their Jobs

2010 Conference Board Job Satisfaction Survey



---

---

---

---

---

---

---

---



## Managing Generations In the Workplace

Generation	Traditionalists	Baby Boomers	Gen X	Millennials
Birth Years	1922-1945	1946-1964	1965-1980	1981-2000
Age	63 - 68	44 - 62	28 - 43	8 - 27

---

---

---

---

---

---

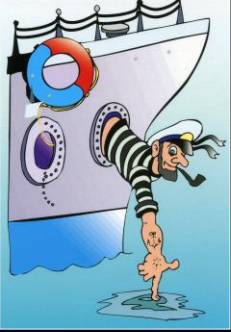
---

---

### Employee Retention

*"Do you plan to pursue new job opportunities as the economy improves in 2010?"*

- 60% - Yes, I intend to leave
- 21% - Maybe, so I'm networking
- 6% - Not likely, but I've updated my resume
- 13% - No, I intend to stay



Source: Right Management

---

---

---

---

---

---

---

---

### Transformation Process



- Provide Leadership
- Reward Strategy
- Involve
- Develop
- Experience

Talent Management

happinessbaro

---

---

---

---

---

---

---

---

*"Ninety percent of what we call 'management' consists of making it difficult for people to get things done."*

Peter Drucker

---

---

---


---

---

---

---


---



### Key Finding

*"Roughly 50%-70% of how employees perceive their organization's climate can be traced to the actions of **one** person: the **leader**. More than anyone else the boss creates the conditions that determines people's ability to work well."*

*Primal Leadership*  
Daniel Goleman, et., al.



---

---

---

---

---

---

---

---

### Transformational Leadership



*"The employees' problems are our problems"*

Tom Draude  
USAA



www.chartcourse.com

---

---

---

---

---



---

---

---

### Synovus Financial

*"A manager's most important role is to serve, grow, and inspire his or her people—with no exception."*



www.chartcourse.com

---

---

---

---

---

---

---

---

### Creating a Positive Environment

<b>BUSINESS</b> What Would You Like to See Your Managers Do?	1. Better at Communicating	77%
	2. Be More Appreciative	70%
	3. Reward Performance	57%
	4. Set the Example	55%
	5. Show Genuine Concern	50%
	6. Handle Performance Problems	42%
	7. Listen to My Ideas	37%
	8. Try New Things at Work	32%
	9. Be More Fun & Enthusiastic	26%
	10. Don't Micro Manage	26%

---

---

---

---

---

---

---

---

---

---

### Baptist Hospital, Inc.

President

- Moved Out of Executive Suite
- Makes Daily Rounds
- Open Door Policy
- Handwritten "Thank You" Notes
- Holds Leaders Accountable
- Bi-Annual 360
- Daily "Line-Up's"
- 60 Hours Learning
- \$250 Monthly "Empowerment"



---

---

---

---

---

---

---

---

---

---

### La Rosa's

- New Hire Survey
- Internal Cultural Audit-yearly
- Internal Customer Satisfaction Index
- People Development Charts
- Process Management
- Director of "Customer Experience"
- Uniform Leadership Training



---

---

---

---

---

---

---

---

---

---

### La Rosa's

- Communication
- Accountability
- Quality
- Professionalism

• Comments:

*If scoring is less than a "B" please explain your reason so team member knows what needs to be improved.*




---

---

---

---

---

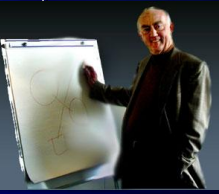
---

---

---

### Best Practices

- Appreciation Calls from CEO
- Bowling with Turkeys
- Employee Scavenger Hunt
- Rumor Mill Meetings
- "Take a Walk in My Shoes"
- M.O.D.D. Issue Boards
- Video on Demand-Cisco
- Roast, Toast & Boast Sessions
- DISC Behavior Assessments




---

---

---

---


---

---

---

---

### Rewards, Recognition and Reinforcement



- Provide Leadership
- Reward
- Involve
- Develop
- Experience

# PRIDE

---

---

---

---

---


---

---

---

**“People are not your most important asset. **The Right People Are.**”**

**“Get the right people on the bus, the wrong people off the bus, and the right people in the right seats.”**



**Jim Collins**  
*From Good to Great*

---

---

---

---



---

---

---

---

**Culture is Everything**



**Zappos.com**

CHART YOUR COURSE

www.chartcourse.com

---

---

---

---

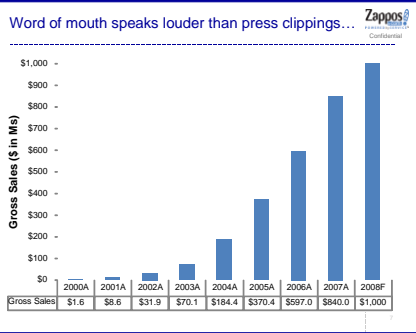
---

---

---

---

**Word of mouth speaks louder than press clippings...**



Year	Gross Sales (\$ in Ms)
2000A	\$1.0
2001A	\$8.0
2002A	\$31.9
2003A	\$70.1
2004A	\$184.4
2005A	\$370.4
2006A	\$597.0
2007A	\$840.0
2008F	\$1,000

CHART YOUR COURSE

www.chartcourse.com

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

### Seven Key Questions

1. What motivates you?
2. What should we START, STOP and keep doing?
3. Why do you stay?
4. What is your dream job?
5. When do you feel most appreciated for what you do?
6. What are you overdue for?
7. What prevents you from doing your best?

---

---

---

---

---

---

---

---

### QUEST Program

- Different Color Each Month
- For "Whimsical Deeds of Customer Service Gallantry"
- Each Qtr: 3 Tokens Each
- Quarterly Festivities
- Highest Qty: King/Queen
- Knighthood to Questers (8+)
- Luncheon to Honor Knights
- QUEST Festival in May
- Knights Bid on Prizes
- QUEST Scepter Bestowed to Highest Earner

---

---

---

---

---


---

---

---

## Recognition & Energizers

- Job Titles
- Giraffe Award
- Drive My BMW
- Only a Fool Would Work Here This Long
- Neat Nick
- Best Bagger Award
- But Sir?
- B.E.E.R. Award (Beyond Exceptions Exceeding Results)
- Greased Monkey Award



---

---

---

---

---


---

---

---

## Involve and Engage

Copyright 2001 by Randy Glasbergen.  
www.glasbergen.com



"I always give 110% to my job. 40% on Monday, 30% on Tuesday, 20% on Wednesday, 15% on Thursday, and 5% on Friday."

- Positive Workplace
- Rewards
- Involvement
- Development
- Experience

# PRIDE

---

---

---

---

---

---

---

---

*What part of the day  
are you the most  
creative?*

---

---

---

---

---

---

---

---

***"The brain is a wonderful organ. It starts working the moment we wake up and does not stop until we enter the office."***

**Robert Frost**

---

---

---

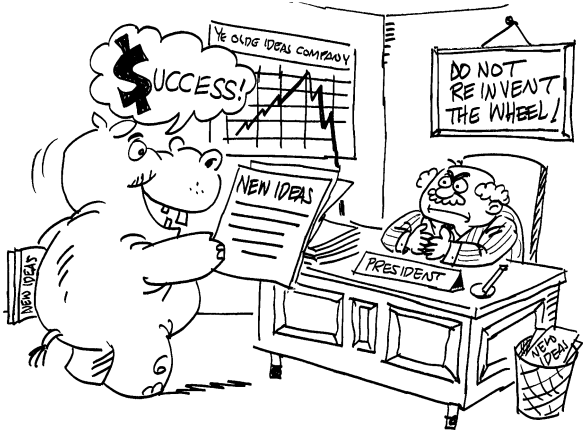
---

---

---

---

---



---

---

---

---

---

---

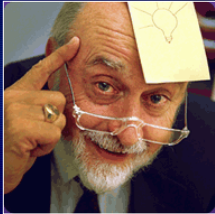
---

---

**Creativity at Work?**

Of the 350 **greatest** ideas/innovations, only 7 came out of meetings at work.

A survey conducted by  
Winston J. Brill, Ph.D.



www.chartyourcourse.com

---

---

---

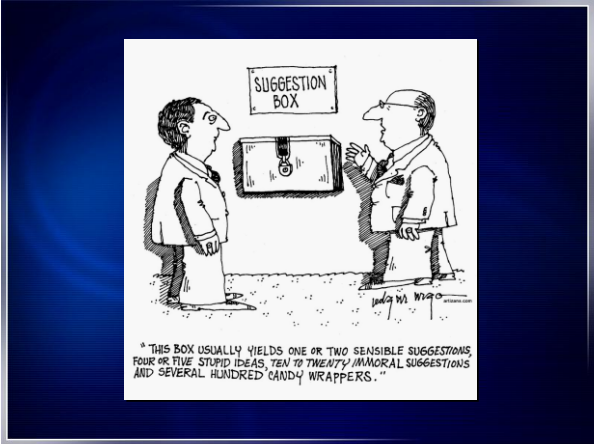
---

---

---

---

---




---

---

---

---

---

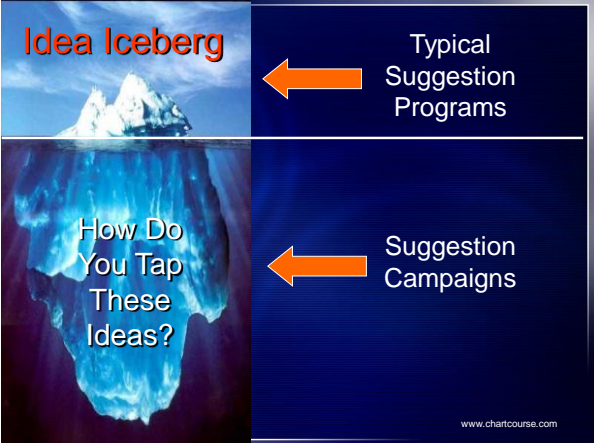
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### Best Practices

- Giraffe Award
- Greased Monkey Award
- Golden Vial – Baxter
- Take a Walk in My Shoes
- Take-a-Risk Chip
- Not Invented Here Award
- Bowling with Turkeys
- Vampire Process Audit




[www.chartcourse.com](http://www.chartcourse.com)

---

---

---

---

---

---

---

---

### Develop Potential




- Provide Leadership
- Reward
- Involve
- Develop
- Experience

# PRIDE

justine

---

---

---

---

---

---

---

---

### Free to Good Home:

*“One male German Shepherd, good watchdog, house broken, loyal, eats anything, especially fond of children.”*

Please call 770-495-8765



<http://www.chartcourse.com>

---

---

---

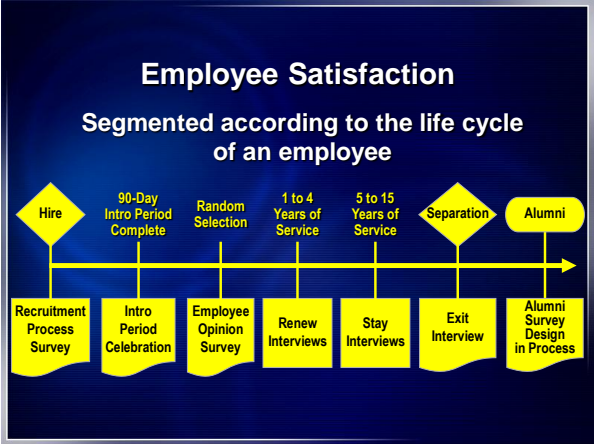
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

**SNELLVILLE TAG**

## New Employee Spotlight

**Gwinnett County Tax Commissioner's Office**

**Meet Betty Hoyes**

Betty proudly claims Gwinnett county as her life-long home. She was born and raised in Lithonia and attended school in Snellville. Betty graduated from South Gwinnett High School and went on to attend Delta State Community College and later transferred to Georgia State University. She was hired by Transamerica Insurance Company and then became a versatile individual with twelve years experience in Office Administration. There she obtained a solid accounting background with full responsibility for multiple corporate locations.

**Her Hobbies**

Betty enjoys getting involved in the school and sports activities of her children. She is very active in her church and in other community services. Whenever time permits, she loves to shop for "bargains".

**\*Her\* Story**

Betty is one of seven girls! She is happily married to her high school sweetheart and has two beautiful children, a son and daughter. Betty has traveled throughout the U.S. with professionalism and integrity and proudly announced that "There's no better place to be than GEORGIA!"

**Congratulations, Betty!** We are thrilled that you have joined the ranks of other quality customer service providers here in the Gwinnett County Tax Commissioner's Office.



---

---

---

---

---

---

---

---

---

---

---

---

## What the Organization Can Provide

### Talent Management Process

- Skill enhancement and development
- Tools to develop individual skills
- Easy, transparent process to apply for jobs
- Give high potentials visibility
- Diverse range of opportunities and assignments
- Career paths for every position
- Reverse mentoring



www.chartcourse.com

---

---

---

---

---

---

---

---

---

---

---

---

### Problem Solving Approach

Evaluating Investigating Planning Critical

Reacting Efficient Decisive Harsh

Observing Reflecting Applying Avoiding

Supporting Trusting Experimenting Appeasing

---

---

---

---

---


---

---

---

### Best Practices - Development

- Adoption Papers
- Career Connections
- Organizational Passports
- 360 Assessments
- Behavior Reports
- Cross-Functional Teams (SWAT)
- Reading Assignments
- Google: 20% Pet Projects



www.chartcourse.com

---

---

---

---

---

---

---

---

### Success Passports

- Vision Statement
- Organizational Values
- Development Plan
- Organizational Goals
- Department Goals
- Personal Goals



www.chartcourse.com

---

---

---

---


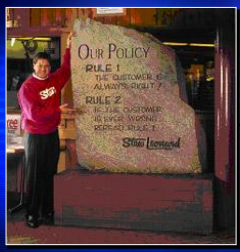
---

---

---

---

# Experience -- Emotional Connection



- Provide Leadership
- Reward
- Involve
- Develop
- Experience

# PRIDE

white

---

---

---

---

---

---

---

---

## CRITICAL FINDING

*68% of all customers stopped buying from companies because of the indifferent attitude of employees.*

Rockefeller Study

---

---

---

---

---

---

---

---

## CRITICAL FINDING



### EMOTIONAL CONNECTION

Customers that are "emotionally connected" to a store **spend 46% more** than a customer that is **satisfied**, but not emotionally bonded with the store.

Gallup  
Source: Fortune Jan 24, 2005

Jordan Brothers

---

---

---

---

---

---

---

---

**RITZ-CARLTON HOTELS** 

**"We are Ladies and Gentlemen  
Serving Ladies and Gentlemen."**

<ul style="list-style-type: none"><li>• Hire the Best</li><li>• Emotional Match</li><li>• 126 Hours of Training</li><li>• Certification Exam</li><li>• Incident Defect Form (IDF)</li></ul>	<ul style="list-style-type: none"><li>• Empowerment: \$2000 a Day</li><li>• The Ritz-Carlton Basics</li><li>• Lineups</li><li>• Moments of Truth</li><li>• "Unspoken Needs"</li></ul>
---	---

---

---

---

---

---

---

---

---

 **Free Monthly Newsletter**

**Chart Your Course  
International**  
770-860-9464

ChartCourse.com  
HighRetention.com



---

---

---

---

---

---

---

---