CEEK a Better Way®... to transform workplace zombies

How to transform workforce zombies into engaged employees

October 8, 2019
Agenda

01 The Zombie Apocalypse
02 The Pervasive Juggler
03 The Balance Beam
04 The Cafeteria Worker
05 The Campfire Song
06 The Bottom Line
Lessons from the balance beam

If you lack balance...
you will fall!
“You have always been my reminder about work balance, and if you had not made the changes you made a few years ago, I am certain I would not have gotten married and would not have my son, who is a true blessing and my greatest gift.”
“Employees who are supervised by highly engaged managers are 59% more likely to be engaged than those supervised by actively disengaged managers.”

Source: Gallup “State of the American Workplace” report, 2017
What destroys employee engagement?
Hypocrisy

According to the 2018 Federal Employee Viewpoint Survey...

Only 32% of employees agree that steps are taken to deal with an employee that cannot or will not improve.
Example – Intentional Culture

1. Provide constructive feedback early and often
2. Do not let one bad apple ruin the bunch
3. Recognize it is easier to teach a doer than to activate a thinker
4. Do not sacrifice the important for the perpetual urgent
5. Honor the space between the notes
6. Do for one, what you wish you could do for many
7. Recognize that integrity is more than just honesty
8. Encourage everyone to take the “Conn”
9. Accept that the customer may always be right, but the client is not
10. Wow your client by meeting their unspoken need
11. Accept that it’s okay to say and support the “Spirit” at work
12. Define ourselves not by what we do, but rather why we do it
**CEEK’s Intentional Culture**

**OUR FIVE Y’S**
- Authenticity
- Honesty
- Empathy
- Humility
- Accountability

### Passion
We ‘ceek’ to make a difference in the lives of our clients and colleagues with tangible impacts on our community.

- Define ourselves by why, not what
- Don’t sacrifice the important for the perpetual urgent
- Do for one what you wish you could do for many
- Understand and amplify each other’s passion

**Be Intentional**

### Integrity
We ‘ceek’ to reinforce healthy mind, body, and spirit of our colleagues, maximizing productivity and fulfillment.

- Honor our worth
- Honor our word
- Honor our wholeness
- Honor vulnerability...promote authenticity

**Value people over profit**

### Creativity
We ‘ceek’ innovative approaches to inspire and empower organizations and individuals to succeed.

- Believe it before we see it
- Tell a ‘Story’...it’s worth a thousand pictures
- “Wow” our client to exceed expectations
- Take the ‘Comm’ - to address challenges

**CEEK a Better Way®**

**CEEK Rituals**
- Speak or write daily gratitude
- Adopt weekly/daily “Analog Time”
- End meetings & presentations with CTA
- Tell a story in all presentations
- Share knowledge after learning experience
- Promote a monthly wellness challenge
- Assess & discuss culture monthly
- Deliver hand-written holiday cards
- Adopt a wish of a child each year
- Pursue annual development initiative
What can I do as a leader...

1. Define the desired culture ... at any level
2. Invite feedback ... especially hypocrisy
3. TRAIN, communicate, and coach
4. Define criteria to hire and evaluate
What advances employee engagement?

listening, building-trust, morale-building, the-why, valuing, honesty, line, autonomy, relationship, recognition, trust, communication, consistency, inclusion, diversity, appreciation, follow-through, goal, clarity, involvement, individuality, fulfilling-work, understanding, support, empowerment, connect, respect, real, loyalty, play, say, motivation, openness, enjoyment, investment-in-culture, ability-to-define, common, praise, happy, excitement, collaboration, positive-communication, teamwork, have-fun, creativity, setting.
According to the 2018 Federal Employee Viewpoint Survey...

Only 44% of employees agree that senior leaders generate high levels of motivation and commitment.
Job Crafting
What can I do as a leader...

1. Craft my job to inspire self
2. Promote a common “why” to inspire team
3. Draw the passion out of colleagues – TRAIN
4. Align responsibilities for best match

Chief Catalyst Of Wellness
Chief Gardener Of People
Chief Creative Marketeer
Chief Story Curator
Chief Learning Provocateur
Chief Social Energizer
The Bottom Line...

Zombies have overtaken the workforce

Promote Balance – Reap the benefits

Engagement matters – Take the “Conn”

Eliminate hypocrisy – define the culture

Discover and engage a passion

Rid the world of zombies in the workforce!