UNBEATABLE ENGAGEMENT:
BUILDING A WORLD CLASS COMPANY CULTURE

What keeps your customers coming back with more business? After all, they can buy your products or services elsewhere, often at a lower cost. You create customer loyalty because of **HOW** you deliver your product or service. You execute better and offer a unique experience. That experience results from your commitment to build a vibrant company culture and engaged workforce. Brian has led his businesses with a simple philosophy — If you are strong on the inside, you become unbeatable on the outside. In his Unbeatable Engagement keynote, Brian shares ideas with his audiences so that they can take their companies to new levels by growing their cultures and creating world class employee engagement. Brian focuses on practical, hands-on ideas that organizations of any size can implement immediately.

TWELVE IDEAS TO BUILD YOUR BOTTOM LINE

Create Non-negotiable Value Alignment. A company's culture must be anchored in non-negotiable core values. Yet, daily priorities can cause a company to compromise or ignore core values. Without clear value alignment, quality and customer goodwill erode.

Focus on Engagement. Effective leaders create cultures in which employees engage. Engaged employees manage their own behaviors. They do what is right when nobody's looking.
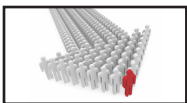
Know Who Has the Power. Capture the power of those front line employees and supervisors who can engage their peers around your mission and vision.

Take Your Front Lines With You. A heathy culture is leader driven and employee owned. Often, a disconnect exists between the C-suite and employees responsible for executing in accordance with your culture. Develop easy to implement ideas to anchor your culture company-wide. Leaders must act in alignment with cultural norms.
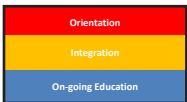
Hire and Train for Behavior. Look past your technical training. Ensure that you teach your team how to govern their own behaviors. Include topics such as: conflict resolution, communication best practices, giving feedback and seeking help.
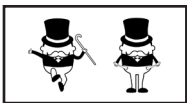
Look Beyond the Money. Compensation and other financial incentives clearly are important. However, they are just the beginning of what is required to build unbeatable engagement. We will review the importance of career advancement and non-monetary recognition programs.

Establish Unconditional Respect for Process. Process is your guardrail. It offers your employees clarity and predictability. Disregard for process destroys engagement. For process to be effective, it must be understood and followed consistently.

Create Just Culture. Explore why a "one size fits all" discipline-based approach is not effective. Abandon "old-school" thinking in favor of just culture.

Tear Down the Silos. Too often, employees are conditioned to focus only on the needs of their departments. In a healthy culture, employees look out for the company overall. They see the bigger picture and do whatever it takes to help the organization. They are engaged in the company's mission.
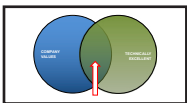
You can't win them all. Your employees must be technically excellent and engaged in your company's mission. Even though employee retention is a challenge, you must confront misaligned behaviors. Looking the other way will destroy the morale of most employees who are working hard for your organization. Fortunately, most employees are coachable. Uncoachable employees must be eliminated from your organization.

Manage Up. Some employees may think, I get it, but my CEO does not. Whether that is a fair statement doesn't matter. Perception is important. Create an environment where employees are both encouraged and expected to "manage up". They must be comfortable reporting concerns and identifying opportunities to their managers, and they must be able to escalate if the managers do not properly address the concerns.
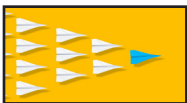
Lead Change Fearlessly. Ideas are easy. Execution is the challenge. To effectively drive change, it's important to engage a diverse "beta" group of employees early in the process. Anticipate why employees might resist the proposed changes and develop a plan to address concerns.