Welcome!

- Who are you?
- Who am I?
- Why are we here?
Session Objectives

• Understand the impact company culture has on the modern workforce.

• Develop awareness of motivators that can be used with positive impact.

• Identify the top five issues affecting employee training and development.

• Recognize strategies to improve employee retention.

Company Culture
What is company culture?

- Wikipedia says:
  - “behavior of humans within an organization and the meaning that people attach to those behaviors”
- A combination of:
  - Company vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits
- Something that is pre-existing in your company’s genetic code.
Company Culture is NOT:

- Something that employees bring with them.
- Secret Santa gift exchanges
- Karaoke nights
- Bean bag chairs
- Nerf gun fights
- Catered lunches
- Cruises with your co-workers

How do you assess culture?

- Culture and engagement surveys
- Exit interviews
- Take a walk around…
  - How do your employees act when they’re on the job?
  - Are there common behaviors – good or bad?
  - What does having this job mean to your employees?
  - Would they go elsewhere if they had the chance?
Why Culture Matters

- The assumptions and beliefs of employees drive behavior.
- The collective behavior of employees determines results.
- The results measure performance and indicate if strategic business objectives have been achieved.
Motivators

In a recent study from Insights Discovery®

1 in 4 employers sited finding, motivating, and keeping talent their TOP priority.
Communicate Better

• Communicate frequently.
• Actually speak face-to-face.

• Your staff needs to know they are valued, and communicating in person with them is the best way to show your appreciation for their hard work.

Be an Example

• You can’t expect your employees to work hard if you don’t lead by example.
• Show your excitement about the company’s goals, and your employees will get on-board and work to achieve those goals.
• Good moods are always infectious — especially in the workplace!
Empower Them

- Give your employees a say in how they do their job.
- Ask for their input and get suggestions on how they can improve their performance.
- Take their advice and implement it.
- Give them the authority to make their own decisions, such as providing service for a client up to a certain point without needing to get prior approval.

Offer Advancement Opportunities

- Your employees are more motivated when they know they’re working towards something.
- Offer training that gives the skills needed to climb the career ladder.
- Grooming young employees to move on to better opportunities is valuable to you as well because it enables you to build your company’s reputation as a great place to work.
Provide Incentives

• Incentives are always motivation boosters — and they don’t have to be expensive.
• Offer incentives like an extra paid day off, gift cards, tickets to the movies, or other low-cost ways to show your appreciation.
• Showing a genuine interest in work-life balance can be a key incentive.

What demotivates?

• Micromanagement
• Lack of progress
• Job insecurity
• Lack of confidence in leadership
• Acceptance of mediocre performance
• Poor communication
• Unpleasant co-workers
• Boredom
What are your experiences with motivation and demotivation in the workplace?
Going Mobile

- Only 10 percent of companies are using mobile Web-based learning solutions.

- How many people in this room have a phone in their hand right now?
Understanding Social

- Companies are using document sharing, discussion forms, and blogs, but they aren’t generally using video.

- *Who has recently watched a TV show or movie?*

Consider Adaptive Learning

- Advantageous for younger generations entering the workforce that have expectations around flexibility and interaction.

- *Who likes to jog at their own pace?*
Align with Business Objectives

• ANY program or technology investment should involve input from business leaders to ensure that learning is driving retention, engagement, and performance.

Measure Effectiveness

• Determine metrics in advance and include both business metrics and learning/HR metrics.
How to Improve Employee Retention

In summary...

• Pay attention to company culture

• Engage & encourage with motivators

• Invest in training & development