

Masterclass



ENGAGEMENT –
LEADING IN WAYS THAT MOTIVATE



Welcome to: Engagement – Leading in ways that motivate!

- Have a notepad handy 
- Participate !   
- Ok to “be you” 

Objectives:

After attending this masterclass, you will be able to:

- EXPECT what you delegate
- Empower with boundaries
- Celebrate using the 4 S's

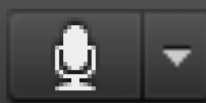


AGENDA:

- ❖ Introductions
 - ❖ Webinar communicating
 - ❖ You
 - ❖ PeopleCore

ENGAGEMENT – LEADING IN WAYS THAT MOTIVATE:

- ❖ What, why, how

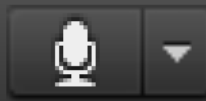


How to Participate !





Meeting

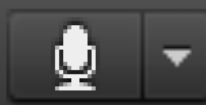


Click “unmute my speaker” to
make sure the speaker is green !
(so you can hear)

Chat (Everyone)



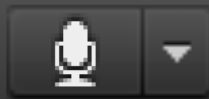
Everyone



Click and select: “connect my audio” to turn your mic green !

Then select: “mute my microphone”

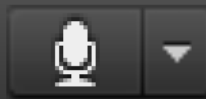




Click and select
“connect my webcam”
to turn your camera green.

Then click “start sharing”
to be seen when speaking





- Raise Hand
- Agree
- Disagree
- Step Away

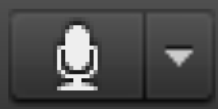
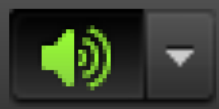
- Speak Louder
- Speak Softer
- Speed Up
- Slow Down
- Laughter
- Applause

Clear Status





Meeting



Chat (Everyone) 

Chat area with a large white space for messages.

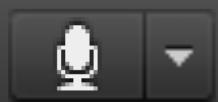


Everyone





Meeting



Chat (Everyone) 

Chat area containing a large empty space for messages.

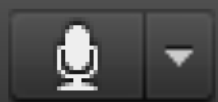


Everyone





Meeting



Chat (Everyone)

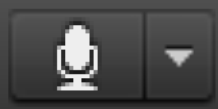
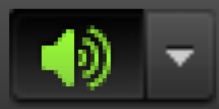
Chat area with a large empty space for messages.

Everyone





Meeting



Chat (Everyone) 

Chat area with a large white space for messages.



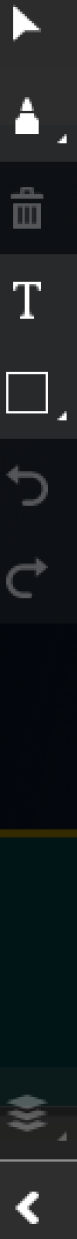
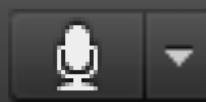
Everyone



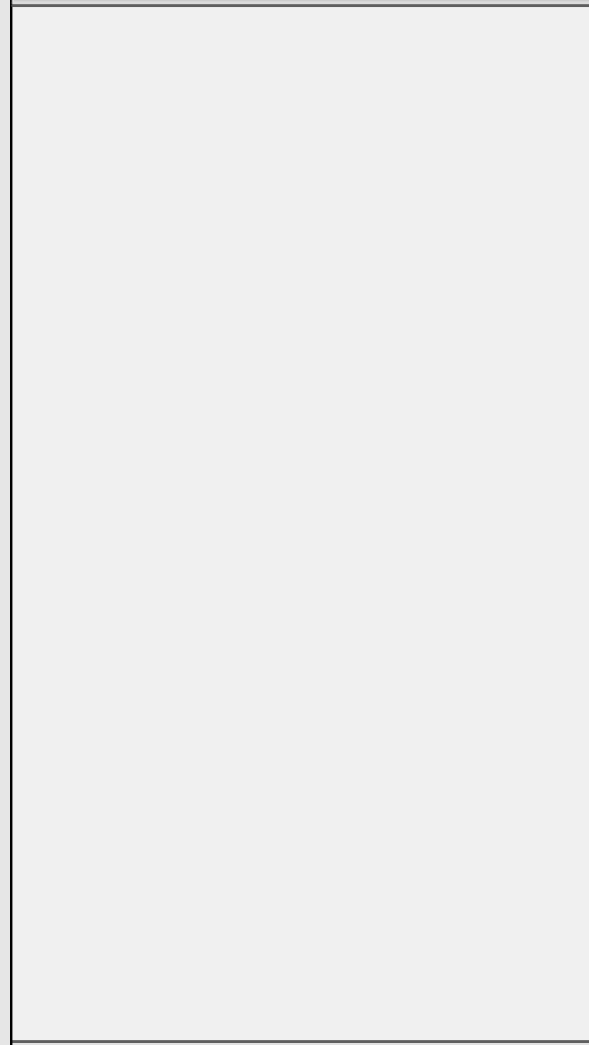




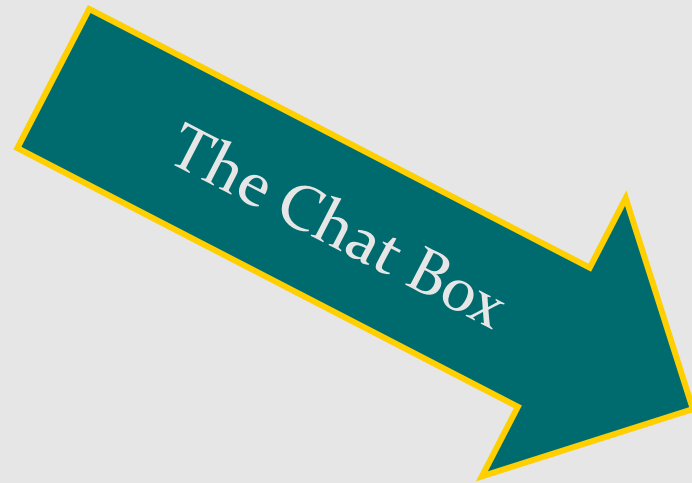
Meeting



Chat (Everyone) 



Everyone



WHO ARE YOU?

WHO REGISTERED FOR THE MASTERCLASS?

Attorney
Business Owner
Construction Manager
Consultant
Distributor
Education Administrator
Engineer
Firefighter
Human Resource Manager

Information Technologist
Machinery Manufacturer
Parent
Public Employee
Retailer
Salesperson
Teacher
Technology Manager

QUESTION:

WHERE DOES MOST OF YOUR APPROACH COME FROM WHEN YOU DELEGATE, ENGAGE, OR TRY TO MOTIVATE OTHERS?

- Family/Friends
- School
- Church/Community
- Media: Movies, Books, TV, Online, etc.
- Work

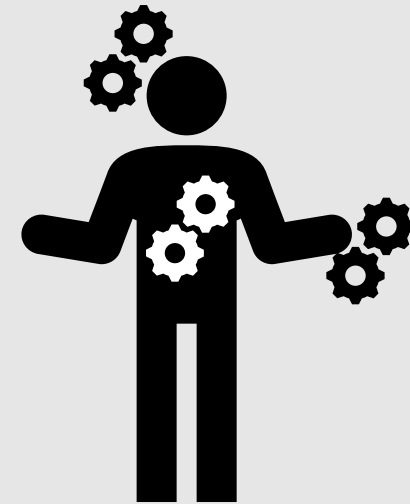
Engagement — Leading in ways that motivate



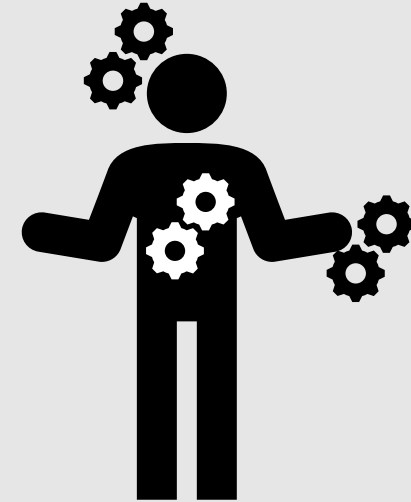
Leadership Trainers & Coaches @ PeopleCore

What does
“engage” mean?

Engagement:
The state of being in gear



What gets you in gear?



Question 1:

If your salary increased to \$1 million, how much would you be going the “extra mile” in your job a year from today?

Poll:

- a. Twice as much or more
- b. About the same
- c. Less than today
- d. Other?

Question 2:

If you became U.S. President with a salary of \$0, how much would you be going the “extra mile” in one year compared to your job today?

Poll

- a. Twice as much or more
- b. About the same
- c. Less than today
- d. Other?

Top Motivator for Employees To “Go The Extra Mile”?

Forbes Survey 2014: 200,000 employees, 500 companies

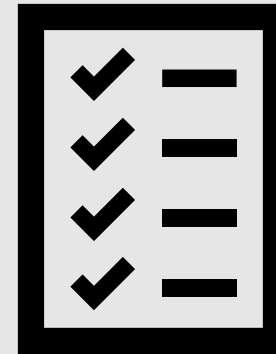
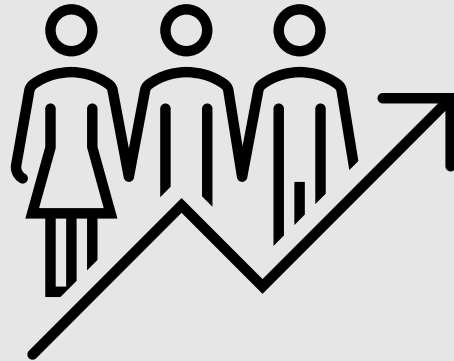
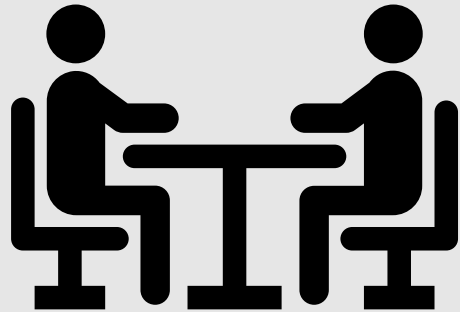
- a) Money and benefits
- b) Having a real impact
- c) Growing professionally
- d) Camaraderie, peer motivation
- e) Feeling encouraged and recognized
- f) Meeting client/customer needs
- g) Intrinsic desire to a good job
- h) Positive supervisor/senior management
- i) Belief in the company/product

Top Motivator for Employees To “Go The Extra Mile”?

Forbes Survey 2014: 200,000 employees, 500 companies

- Camaraderie, peer motivation 20 %
- Intrinsic desire to a good job 17 %
- Feeling encouraged and recognized 13 %
- Having a real impact 10 %
- Growing professionally 8 %
- Meeting client/customer needs 8 %
- Money and benefits 7 %
- Positive supervisor/senior management 4 %
- Belief in the company/product 4 %

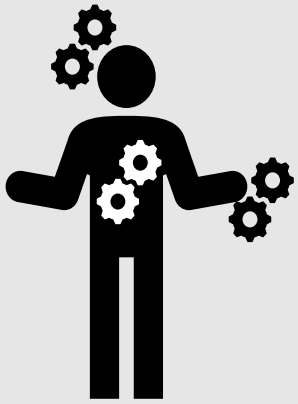
How do engaged (or motivated) employees act?



Engaged
employees:



Engaged employees:



Do

&

See

- Turn valves
 - Contact clients
 - Type stuff
 - Clean up
- Notice & act on problems
 - Leaks
 - Trends
 - Safety issues

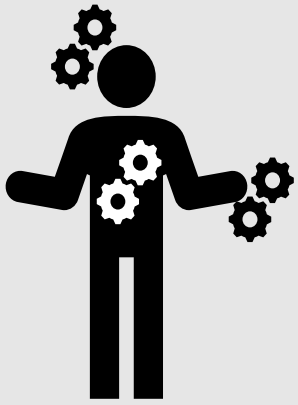
Offer:

Hands

&

Hearts

Engaged employees:



Are:

Do

&

See

- Turn valves
 - Contact clients
 - Type stuff
 - Clean up
- Notice & act on problems
 - Leaks
 - Trends
 - Safety issues

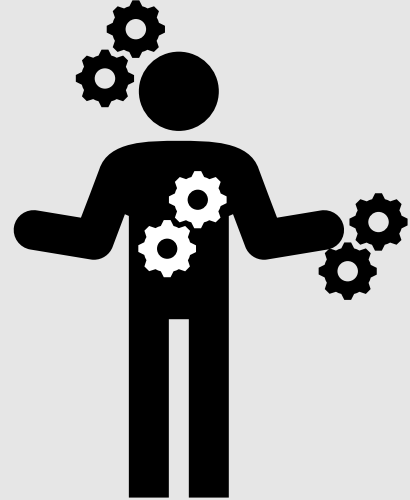
Accountable

Owners



EXPECT what you delegate

How can leaders
Lead in ways that
motivate?



How can you ENGAGE Hands and Hearts?



EXPECT what you delegate

Elevate

Xplain the need

P

E

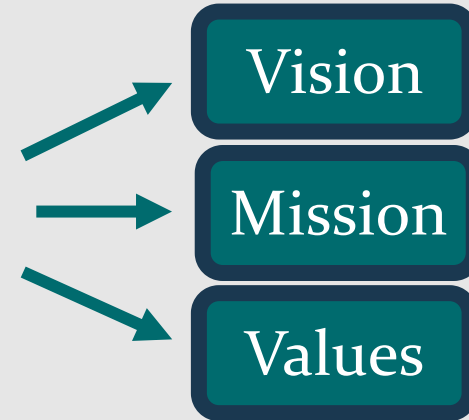
C

T

Purpose



Task, Steps, Procedures





EXPECT what you delegate

Elevate

Xplain the need

P

E

C

T

Neatest
thing in 
the world!

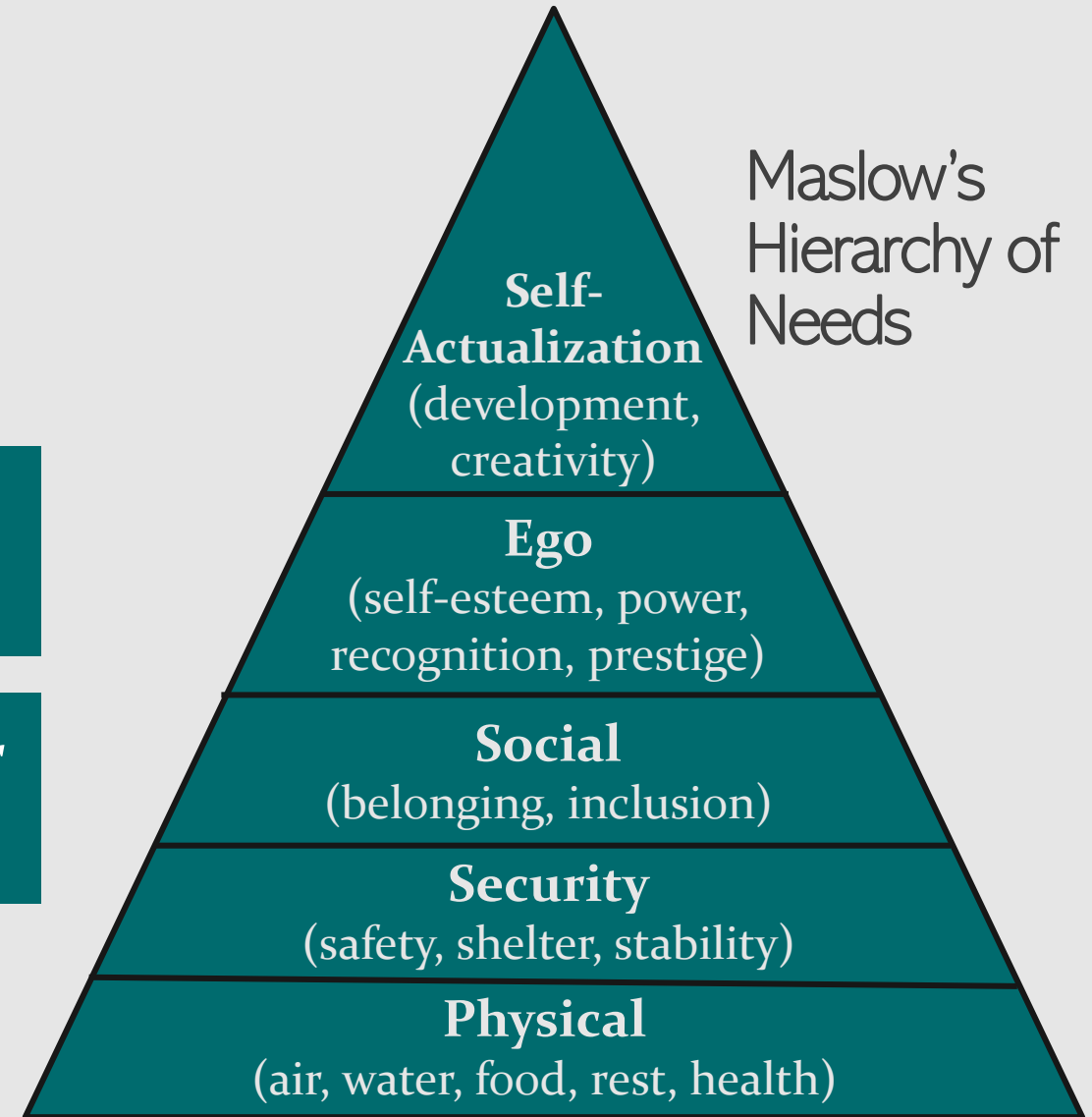
Sanitation
Engineer!



You are our
only hope!



- **Once a lower need is met, getting more of it will not be motivating**
- **If a lower need is not met, a higher need will not be motivating**



Elevating: “Mow the lawn”



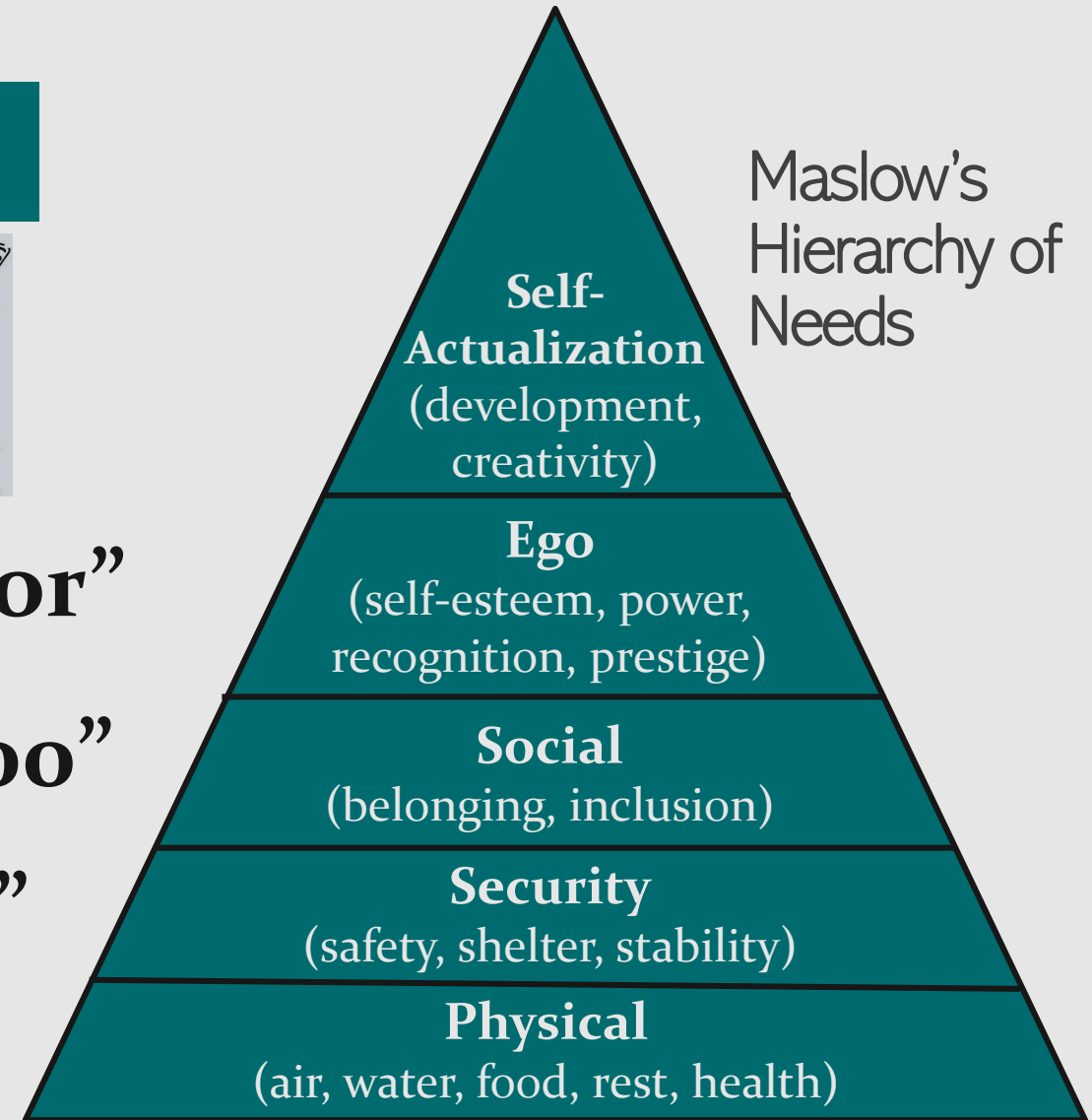
“I want to be a good neighbor”

“We’ll each do our task by 5:00”

\$ or “I’ll quit threatening”

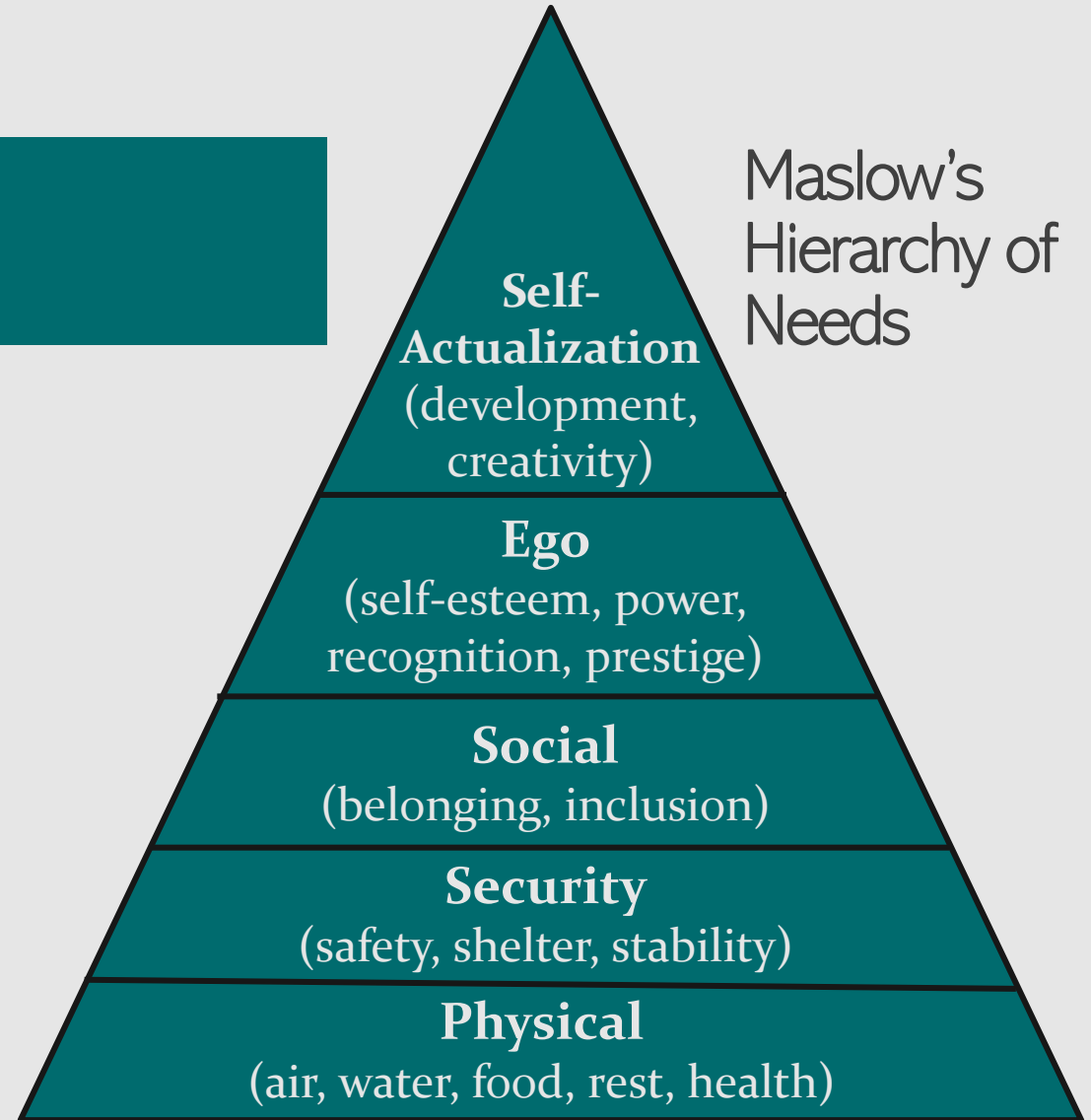
\$ or “I’ll buy ya lunch”

Maslow’s
Hierarchy of
Needs



Elevating a task for a:
“Poor performer about to lose his job”

“Let’s figure out how to
help you keep your job”



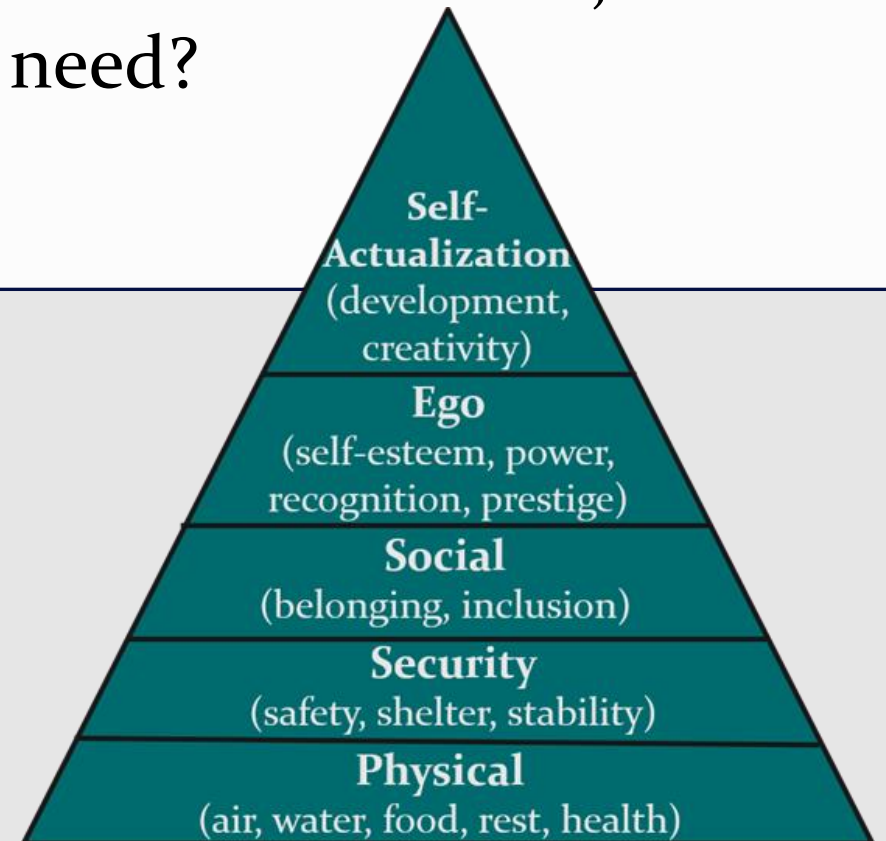
THREAT OR PROTECTOR?

REEVALUATING
EMPLOYEE
ENGAGEMENT



Individual Activity

1. Consider someone in your life who seems unmotivated.
2. In the chat box to the right, type the need level not met, and what you might do to help meet that need?





EXPECT what you delegate

Elevate

Xplain the need

P

E

C

T

Vision

Mission

Values

Question:

- Why do Companies develop these?

Question:

What Organizational **Vision, Mission or Value** has elevated your perspective?

Example:

Keep it safe !

Keep it clean !

Keep it running !

PeopleCore excerpts:

Safety

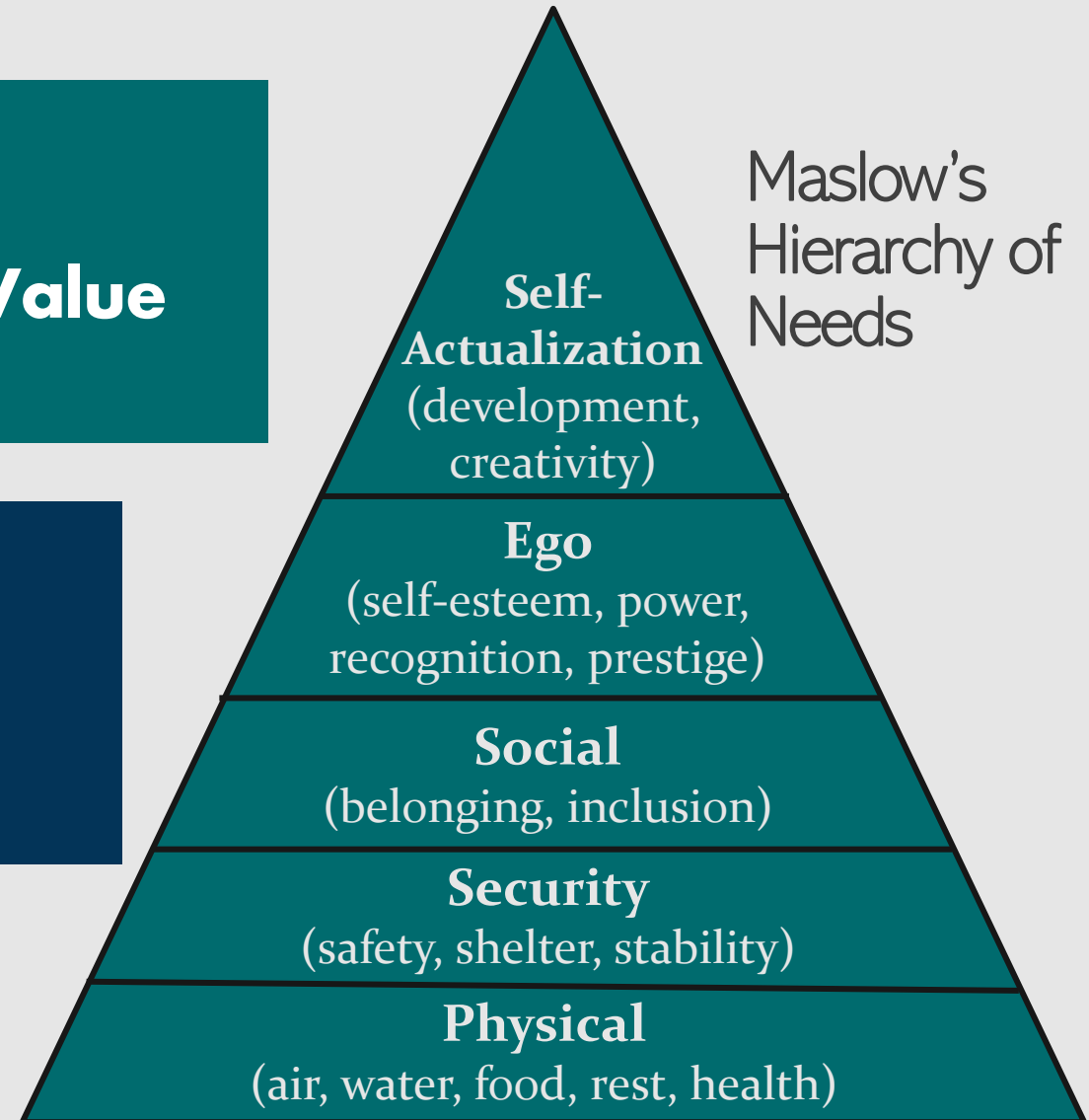
Customer Success

Workplaces, homes, communities!

Example:

Most innovative energy company !

Maslow's
Hierarchy of
Needs





EXPECT what you delegate

Elevate

Xplain the need

P
E
C
T

EXplain

- Delegating a Task or Opportunity?
- Why is this important?
- Why delegating to this person?



EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

E

Plan with discussion:

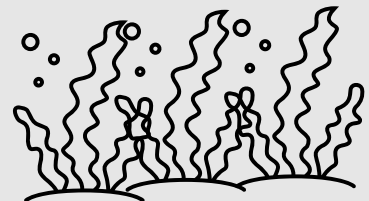
C

- Ask: “How will you do this?”

T

- Talk !

- Make a plan they understand





EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

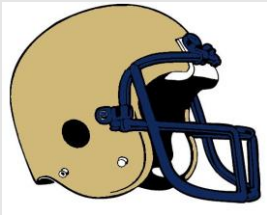
Empower with boundaries

C
T

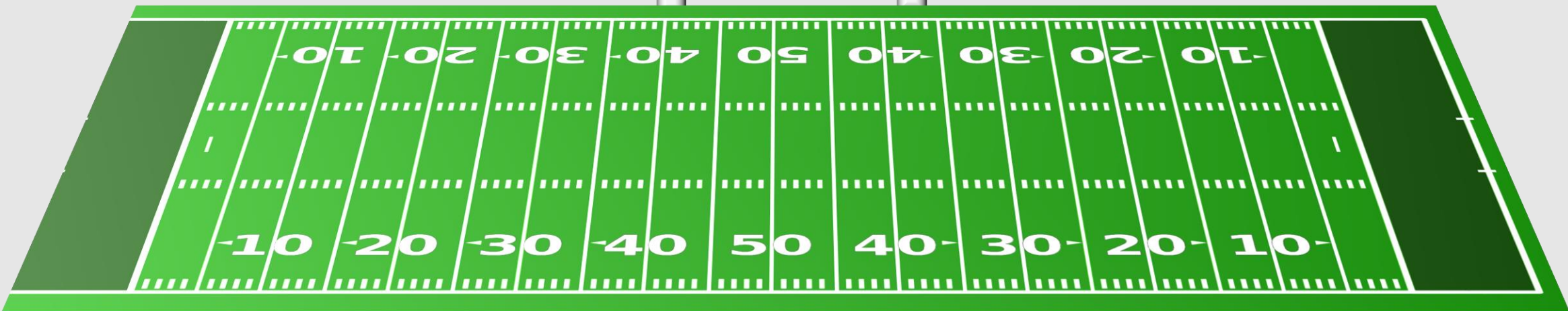
Empower with Boundaries

- How does a Football Field empower players?

Empower with Boundaries



HOME	00:37	GUEST
23	PERIOD 4	28
3	DOWN	TO GO 10



Empower?



Give:

- Information (Deliverable, due date, quality)
- Resources (Access to experts)
- Authority (Budget)

to operate freely within clearly defined boundaries to achieve a goal.

Think of a Boundary you were given that helped to Motivate you!

Benefits of Empowering with Boundaries

Ownership	Trust	Creative Thinking	Knowledge of those close to the Problem
Team Synergy	Flexibility and Nimbleness	Motivates	Develops Employees
Accountability	Buy-in	Risk-Taking	Decreases Leader's Workload



EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

Empower with boundaries

C

T

Upfront



EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

Empower w/ boundaries

C
T

Example

Purpose, Vision, Values

Task/opportunity + why “you”

How will you do it?

Goal, milestones, budget, deadlines

What interests my boss
fascinates me!

E levate

We are trying to be...

X plain the need & why

"We need...because..."

P lan with discussion

"How will you do it?"

E mpower with boundaries

"Due Nov 1, update me weekly "

C

T



EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

Empower with boundaries

Celebrate progress

Tightly account

Upfront

Throughout

Four S's of Celebration / Recognition

Thanks



Simple

Specific

Sincere

Spontaneous

- Don't overcomplicate

- Not just "Good Job"

- Tell them how you feel

- Surprise them!



EXPECT what you delegate

Elevate

Xplain the need

Plan with discussion

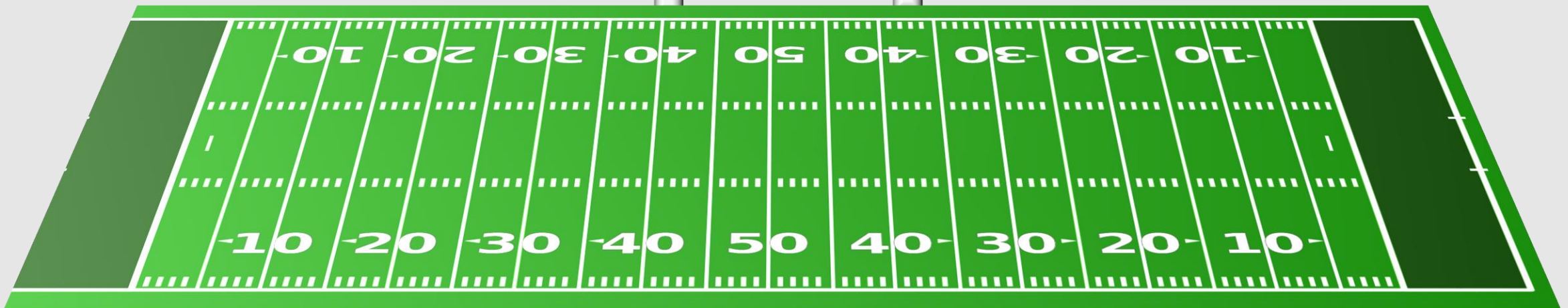
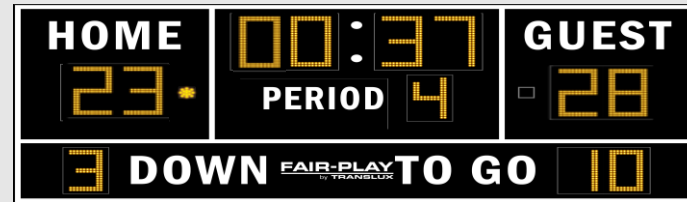
Empower with boundaries

Celebrate progress

Tightly account

Question: What should you
“Tightly account” for?

Empower with Boundaries



Engagement — Leading in ways that motivate



EXPECT what you delegate



Example

Elevate

Purpose, Vision, Values

Xplain the need

Task/opportunity + why “you”

Plan with discussion

How will you do it?

Empower with boundaries

Goal, milestones, budget, deadline, etc.

Celebrate progress

Tightly account

Thanks for completing the proposal when you agreed upon. I’m grateful this project remains on schedule.



To Engage *hands* and *hearts*:

EXPECT what you delegate

Do you know of Organizations
that EXPECT what they delegate?

RANK	2016 U.S. SALES (MILLIONS)	2016 U.S. SALES PER STORE (THOUSANDS)	SALES PER STORE PER DAY (THS)	COMPANY
------	----------------------------	---------------------------------------	-------------------------------	---------

1	36,389			
2	14,795			
3	11,300			
4	9,510			
5	9,749			
6	9,354			
7	8,200			
8	7,974			
9	5,751			
10	5,335			

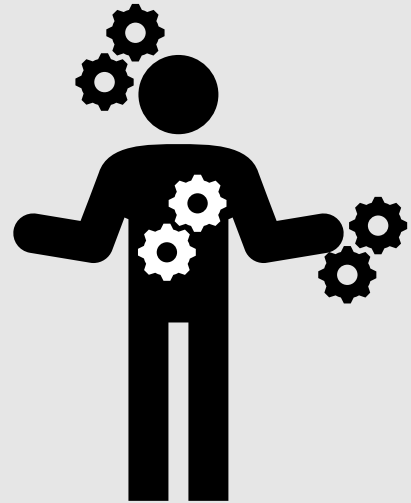
Top 10 Companies
in one industry

RANK	2016 U.S. SALES (MILLIONS)	2016 U.S. SALES PER STORE (THOUSANDS)	SALES PER STORE PER DAY (THS)	COMPANY
1	36,389	2,550	7.0	MCDONALD'S
2	14,795	1,123	3.1	STARBUCKS
3	11,300	423	1.2	SUBWAY
4	9,510	1,455	4.0	WENDY'S
5	9,749	1,361	3.7	BURGER KING
6	9,354	1,510	4.1	TACO BELL
7	8,200	929	2.5	DUNKIN' DONUTS
8	7,974	4,407	14.1	CHICK-FIL-A
9	5,751	740	2.0	PIZZA HUT
10	5,335	993	2.7	DOMINO'S



Does Chick-fil-A

EXPECT what it delegates?



Elevate

Xplain the need

Plan with discussion

Empower with boundaries

Celebrate progress

Tightly account

Chick-fil-A

Questions for Employees

Training?

- Watched videos on an iPad for one hour

Key Messages?

- History of Chick-fil-A
- Put others before yourself – customers, co-workers
- Be polite, respectful, develop a relationship, talk to people, learn names
- Customer is first, does not matter what you are doing.
- Say: “My pleasure”

Chick-fil-A

Leader?

- Never upset at mistakes: Just say: “here’s how we do it going forward”

Work Environment?



- Fast-paced. Always busy.
- Bus boy, cashier, fries, nuggets, order-taking inside/outside
- Lunch break and free meal
- You can chat w/people, not get in trouble
- Had fun even if I was cleaning up some kid’s vomit in play area

Chick-fil-A

Recognition?

- Compliments in star-shaped sticky notes posted in back of store
- Co-workers can write about others too
- Congratulate us at end of each day about what was hard that day:
 - ✓ Like getting enough chickens out on time



Nice job
getting
chickens out
today, Brad

Anything else?

Yes: We are not just a fast-food restaurant. We care about our customers. If they are in trouble and we are nearby, we will help them. Everyone wants to be treated as though they are important. That is how we treat them.

Examples:

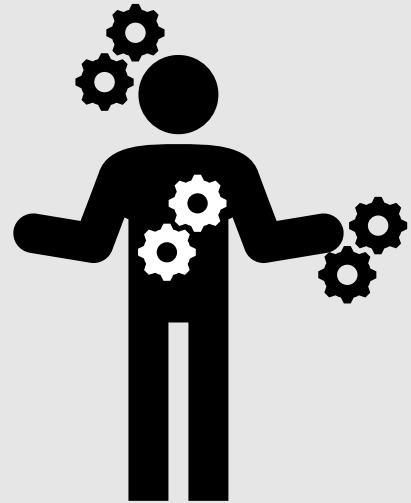
- During a storm, I was sent to help people walk to/from cars.
- Cared for children while parents went to cars to get something.
- People come to Chick-fil-A w a flat tire
- Changed Oil for a customer





To Engage *hands* and *hearts*:

EXPECT what you delegate



Elevate

Xplain the need

Plan with discussion

Empower with boundaries

Celebrate progress

Tightly account

- ❖ What stuck out to you in the last hour?
- ❖ What can you apply immediately to improve your approach to *Leading in ways that motivate*?

Masterclass+

\$97

Go to [Peoplecoreinc.com](https://peoplecoreinc.com)
click: Shop



½ Hour Coaching
Session w/
Rulon McKay



Webinar
Recording



*Engagement –
Threat or
Protector?*



PowerPoint
Slides (pdf)



Masterclass



ENGAGEMENT –
LEADING IN WAYS THAT MOTIVATE

