HOW YOUR CORPORATE CULTURE IMPACTS TALENT ATTRACTION & RETENTION — ARE YOU LOOKING INSIDE OUT?

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DEFINE YOUR CORPORATE CULTURE
IS IT REALLY THIS SIMPLE?
TWO DEFINITIONS:

- “Culture is the set of processes in an organization that affects the total motivation of its people”.
- “Culture is an ecosystem.”
CORPORATE CULTURE CHALLENGES

• May not be able to keep up in fast-changing world
• Overly deliberate culture may reduce innovation
• No real enforcement measures or quantification
• Inconsistent execution across the firm
• May dilute with growth
• Not always directly linked to positive business results
• Shared mindset runs culture
SESSION DESCRIPTION

With the population demographics across the country (and even the world), the challenges of attracting and retaining talent is exacerbated with leadership challenges on the inside and the appropriate corporate culture to attract and retain talent. It is a process through self-, pre-, on-, in-, & re-engagement. Recruiting talent begins before the job description and continues through the interview process. Exposure to a growth-oriented culture is key to success. And it doesn’t end when someone departs the organization. An organization, and the individuals within the organization, need to look inside themselves to solve the talent attraction and retention puzzle. How your organization and the people inside it communicate, grow, lead, and prioritize engages people to come to your organization and determines how long they stay. You will leave the session with actionable adjustments you and your organization can make immediately and ways to continue to build after the Summit.
Why

InsideOut
CHRISTIAN SIMPSON

Your **inner** world determines your **outer** world.

Your psychology, the **quality of your thinking**
and the behavior it sponsors, is
the cause of the effects you know as your results.
COMPETITION FOR OUR GROWTH

NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

- Airlines: 68 yrs
- Automobiles: 62 yrs
- Telephone: 50 yrs
- Electricity: 46 yrs
- Credit Card: 28 yrs
- Television: 22 yrs
- ATM: 18 yrs
- Computer: 14 yrs
- Cell Phone: 12 yrs
- Internet: 7 yrs
- iPods: 4 yrs
- YouTube: 4 yrs
- Facebook: 3 yrs
- Twitter: 2 yrs
- Pokémon Go: 19 days
THE ENGAGEMENT PROCESS

• Self-Engagement
• Pre-Engagement
• On-Engagement
• In-Engagement
• Re-Engagement
DEFINITION OF ENGAGEMENT

Learning  Leadership  Awareness  Community  Experience
Creating  Contributing  Philanthropist  Service  Engagement
Perspective  Commitment  Passion  Connecting  Valuable
Excitement  Networking  Partnership  Change  Helping
Fulfilling  Volunteerism  Ambition  Support  Involvement
Duty  Growth  Friendship  Initiative  Involved
Personal  Discovering  Rewarding  Teamwork  Meaningful
Discovery  Caring  Collaboration  Caring  Helping

SELF-ENGAGEMENT

What are you doing for yourself?
Spending time to think?
Intentional reading?
How are you growing?
WHAT’S THE PROOF?

- 69% of millennials aspire to be leaders in the next five years.
- 60% of millennials want leadership skills training from their employer—career planning is 34%.
- John Maxwell says employees don’t leave jobs—they leave MANAGERS.
LEADERSHIP FOR MILLENNIALS

• Show them respect—be a COACH not a manager
• Tell them why—they want to make a difference
• Let them taste success—recognize them regularly
• Talk to them face-to-face
• Understand the team
• Adopt a conversational style
• Be decisive and strategic
• BE INTENTIONAL
SELF-ENGAGEMENT STRATEGIES

WHAT ABOUT YOU & YOUR STAFF?

PERSONAL GROWTH

LEADERSHIP

COMMUNICATION

PRIORITIZATION

FAILURE, WINNING & LEARNING

DISC
PRE-ENGAGEMENT (BEFORE THEY’RE HIRED)

- What are you doing to recruit talent?
- Millennials (b. 1980-95) want to be lead and not managed—their parents managed them.
- Gen Z? Who in the world is this group?
- How are you rejecting candidates?
WHAT’S THE PROOF?

• 92% of job descriptions are not aligned with the necessary behavior skills (e.g. conflict resolution, communication) needed to do that job well.\(^3\)

• According to an ICIMS report, 62% of Millennials visit a company’s social media site to acquire information about jobs.

• 60% of Millennials surveyed said they chose their current employer in part because of the organization’s sense of purpose.\(^{12}\)

• 64% of workers would like to occasionally work from home, while 66% would like to adjust their work hours.\(^3\)
PRE-ENGAGEMENT STRATEGIES

- www.everythingpointshere.com
- Lineage Logistics-Stevens Point
- www.inspirewisconsin.org
- Social Media & Digital Marketing
- Benefits
- Job description and interview questions relate to position, skills and functions
- Telecommuting, flex-time, “workday”
- 40 for 30
- NEWaukee YP Week Bubbler Awards www.ypweek.com/bubbler-awards
- Engaging With Education (K-12, Tech, 2 yr., & 4 yr.)
ON-ENGAGEMENT
(“PROBATIONARY”)

What does on-engagement do?

- Attract and retain top talent
- Engage employees immediately
- Build trust and alignment
- Forge connections with employees
- Encourage connected communication

What are you doing with new employees right after they are hired AND before they first arrive?
WHAT’S THE PROOF?

• 51% of participants said they wanted personalized information and advice

• 76% of new hires think socialization is the most important aspect of onboarding

• Engaged employees are 87% less likely to leave an organization

• Study by The Center for Creative Leadership suggests that 40% of executives hired at the senior level are pushed out, fail or quit within the first 90 days
ON-ENGAGEMENT STRATEGIES

1. Educate the team about the person
2. Paperwork as first impression?
3. Assign a mentor
4. Learn informal rules
5. “Check-ins”
6. Dress code-”Dress Appropriately”
7. Set up “logistics”
8. Swag/Bling
IN-ENGAGEMENT (ONGOING RETENTION)

- What are you doing with your current and long-term employees?
- Are your current employees in the right positions? (right seat on the bus)
- Are they mentoring your new employees?
- Why should someone stay?
- Quality of life can be as important as paycheck (or is it the other way?)
- “Safe-To-Try” strategies
WHAT’S THE PROOF?

• 51% of businesses say the most expensive thing about millennials is training and development.

• According to the World Economic Forum, 70% of employees consider themselves to be disengaged at work.

• According to the Deloitte Millennial Study, 87% of companies report it costs between $15-25,000 to replace each millennial employee they lose.

• According to the Federal Reserve Bank of Atlanta, job-switchers saw roughly 30% larger annual pay raises than those who stayed put over 12 months.

• According to a icims study, 41% of Baby Boomers think workers should stay with an employer for at least five years; only 13% of Millennials agree.
IN-ENGAGEMENT STRATEGIES

1. Create a company culture committee team
2. Flexible scheduling
3. Performance management
4. Campaigns fade
5. “Accessories”
6. Office floor plans
SURVEYING EMPLOYEES

• Survey Questions—Satisfaction
  • Compensation practices
  • Hiring/employee development practices
  • Diversity and inclusion practices
  • Social-good initiatives
  • Employee protection/fairness initiatives
  • Internal socialization initiatives
  • Company culture

Often the employer perceptions vary widely from the actual employee satisfaction.

"What happens if we invest in developing our people and they leave?"

"What happens if we don't, and they stay?"

- Peter Raschlund
RE-ENGAGEMENT (BRING ‘EM BACK)

What are you doing when employees leave your organization?
How competitive are your wages?
Are you looking at the whole person—emotional, spiritual, intellectual, social, physical, occupational?
WHAT’S THE PROOF?

• Millennials are willing to give up $7600 to work for an employee with a good company culture—CultureCon 6/5/18 press release

• 76% of HR professionals say they are more likely to hire “boomerang employees” now than in the past

• According to a recent Gallup poll, 79% of people who have had a bad customer service experience tell others, 55% will recommend a brand
RE-ENGAGEMENT STRATEGIES

• Alumni strategy
• Regular communication from a variety of “channels”
• Social media
• Measure the success
• Are those leaving brand ambassadors?
• Job transitioning services
IS IT REALLY ABOUT THE FOOSBALL TABLE?

“After all economists and workforce experts say, a community can do all the placemaking and quality of life enhancements it wants; companies can add flexibility into the schedule and decent vacations. But at the end of the day, bills need to be paid, and you need money to enjoy all that stuff.

Sure, maybe your community is busy making itself the coolest place around where potential employees want to live, but so is just about every other community. Wages matter.”
THANK YOU!
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