

# Four Pillars of Engagement

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***Employee engagement is the degree to which employees are emotionally connected and committed to their organization and their role in the customer experience.***

The Attention Economy (Davenport & Beck) describes an engagement complexity

***The scarcest resource is not ideas or even talent, it's attention. Companies must learn to effectively capture, manage, and keep it – both internally and out in the marketplace.***

**Survey of 300 HR professionals from organizations with at least 1,000 workers**

**-most understand the importance of engaging employees and creating a customer-centric culture**

**-only 15% are significantly boosting their engagement efforts.**

**Most continue to focus on traditional HR functions.**

**Temkin Group, 2015**

# THE 7 KEY TRENDS IMPACTING TODAY'S WORKPLACE

Results From **500+** Organizations & Over **200,000** Anonymous Responses

## Company culture crisis.

64% of all employees do not feel they have a strong work culture.



49% of all employees are **not satisfied** with their direct supervisor.



66%

Opportunities for professional growth are **limited**, with 66% not seeing a chance for growth.

Only **21%** of employees **feel strongly valued** at work.



More than **1 in 4** employees **do not have the tools** to be **successful** in their jobs.

44% of employees give **peer-to-peer recognition**... when they have an easy tool to do so.



Peers and camaraderie are the **#1 reason** employees go the extra mile...not money.



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**Your customers don't  
want to be  
*serviced*—they want  
to be *engaged!***

# CHANGE!

1. Why is change so threatening to many people?
2. How can we help break “Gorilla” thinking
3. What motivates people to move out of their comfort zone?



*Creativity is the price of  
admission, but it's innovation  
that pays the bills*

**Bill Gates.**

**From every challenge  
comes an opportunity!**

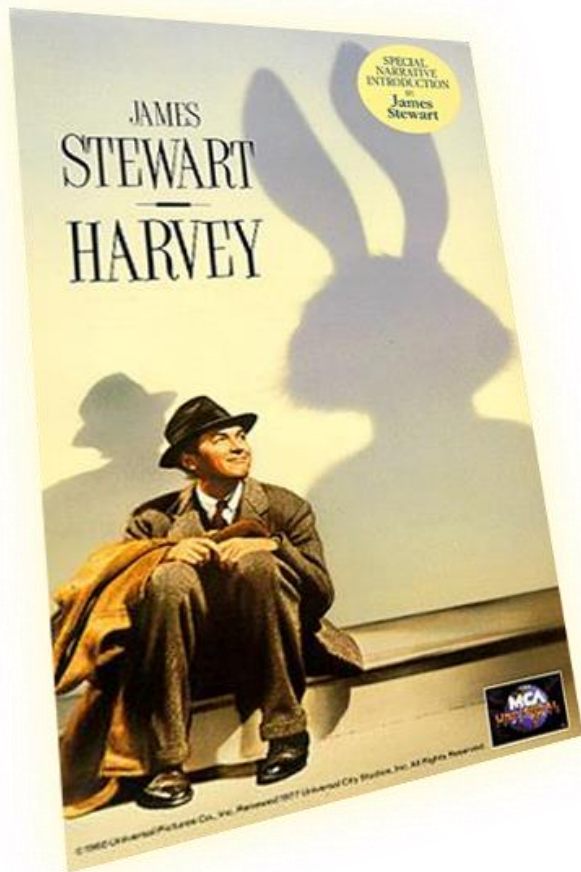
**perspective**



# The “Harvey Principle”

Coloring Outside the Lines:

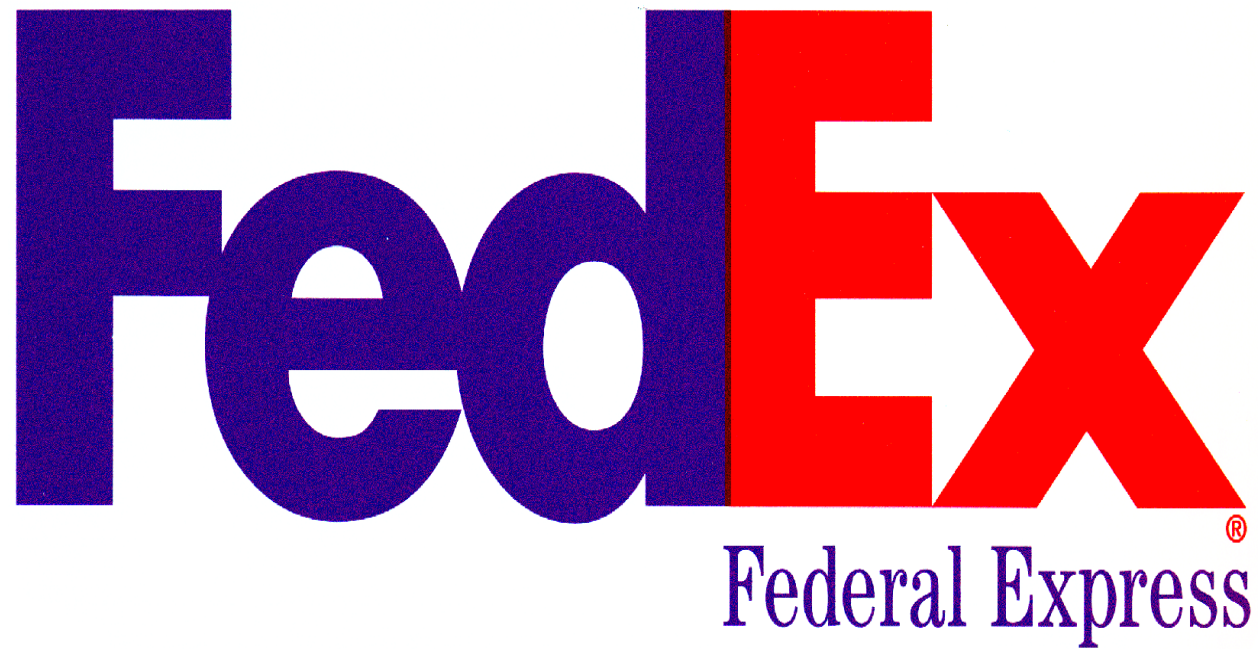
*Jeff Tobe*



“Learn to see invisible opportunities where other people see only visible limitations”

Jeff Tobe

Learn to see invisible  
opportunities where others  
only see visible limitations



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# *Are you Prepared to Make the Leap?*

*Customer  
Service*

Satisfied  
Customers

*Customer  
EXPERIENCE*

LOYAL /  
ENGAGED  
Customers



- **It's all about perspective**
- **Give yourself an A.S.K.  
(Alternative Solution Kick)**
- **Shatter the stereotype of  
the EXPERIENCE people  
EXPECT to have with you!**

**What is the...**

***(YOUR ORGANIZATION  
NAME HERE)***

**EXPERIENCE???**



**What is the...**

**H.R.**

**EXPERIENCE???**

**What is the...**

**(YOUR NAME HERE)**

**EXPERIENCE???**

Every transaction cannot NOT be an experience for the customer!

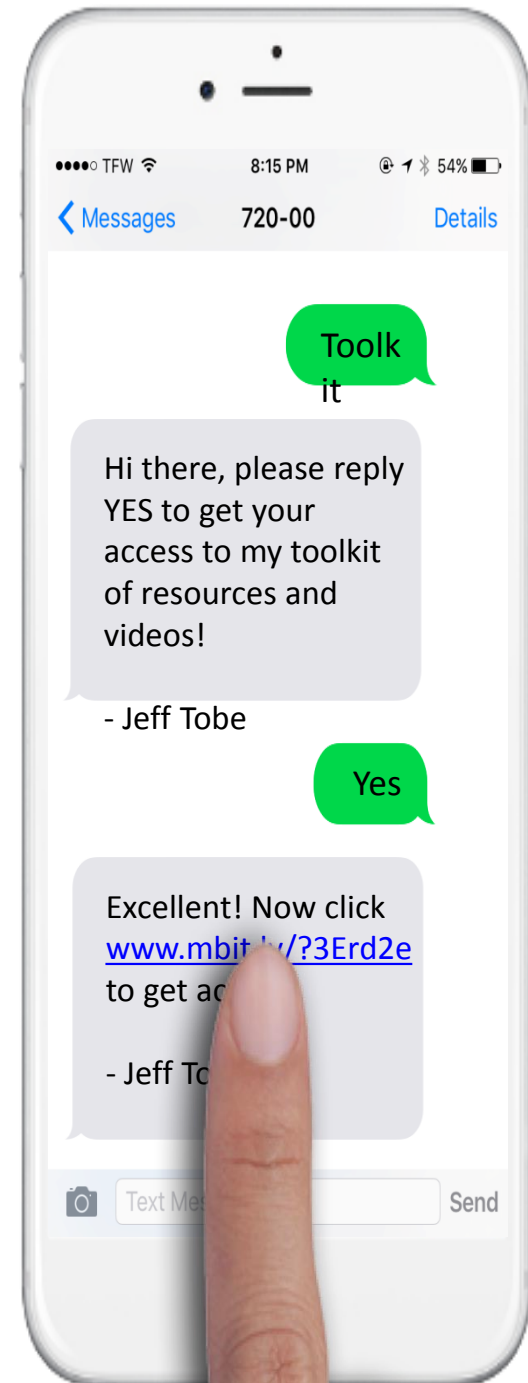
How ***RANDOM*** or how ***MANAGED*** is the experience you are delivering?

The vast majority of HR professionals deliver experiences without ever thinking about them.

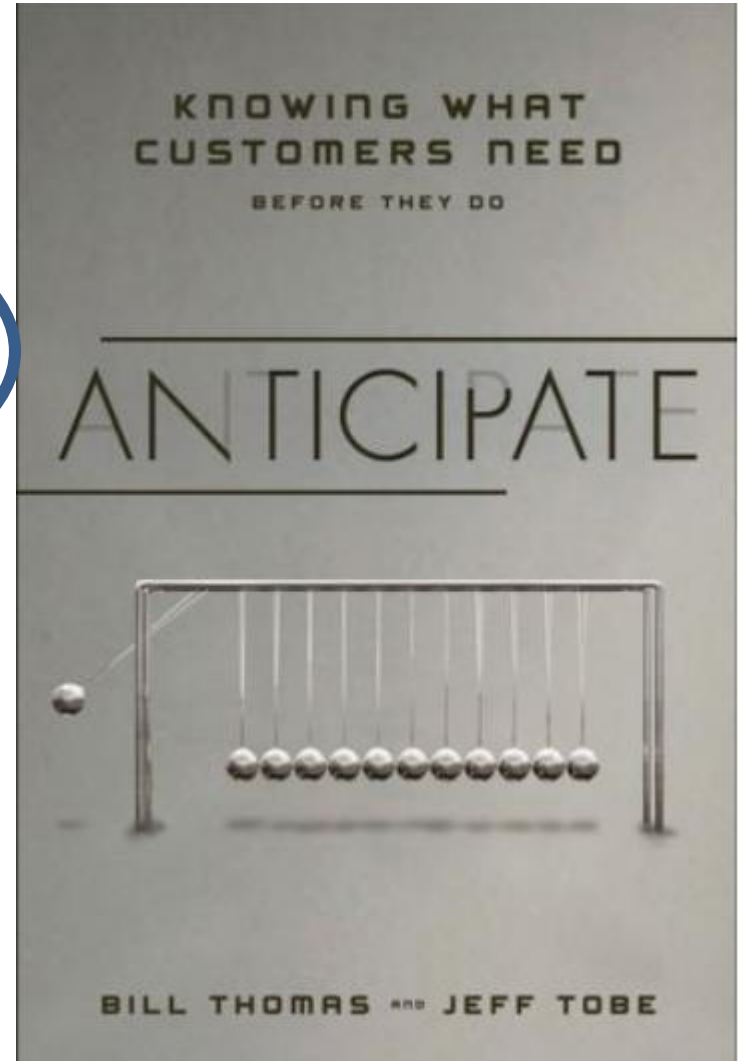
**FREE:** *“What Comes After The BUT...”*  
whitepaper + **MORE!**

Text the word  
***TOOLKIT***  
to the number  
**72000** (US & Canada)  
or  
**+1 315 9 300 300**

By texting keyword, I consent to receive periodic messages from Jeff Tobe to my mobile number, delivered via automated technology. Consent to receive messages is not a condition to make a purchase. Message and data rates may apply. Text HELP to 72000 for info. Text STOP to 72000 to cancel.



1. Strategic Drivers
2. Customer Segmentation
3. Customer Engagement
4. Employee Engagement
5. Training & Tools
6. Process Orientation
7. Joint Workouts
8. Capacity for Change
9. Consequences
10. Committed Leadership



### 3. Customer Engagement

*Move from impressions or input to involvement.*

- *VOC initiatives, survey types and multiple listening posts*
- *Customer visits, venues and forums*
- *Turning touch points into dialogues (“Anticipate Moments”)*



WACHOVIA



LEXUS



Stoner



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**To INFLUENCE customer experience, consider every one of your people's touch points!**

**Touch Point = “*any opportunity we have to INFLUENCE the customer experience*”**

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**100%** responsibility for **YOUR**  
customer touch points means  
**0** excuses in the future!

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# Personality Profiles

**Extrovert**

**I S F P**

**Nurturers**

**Duty Fulfillers**

**Dominant**

**Inspirers**

**Visionaries**

**Guardian**

**Influencer**

**Care Givers**

**Introvert**

**E N T J**

**Lady Bug**

**Conscientious**

**Thinkers**

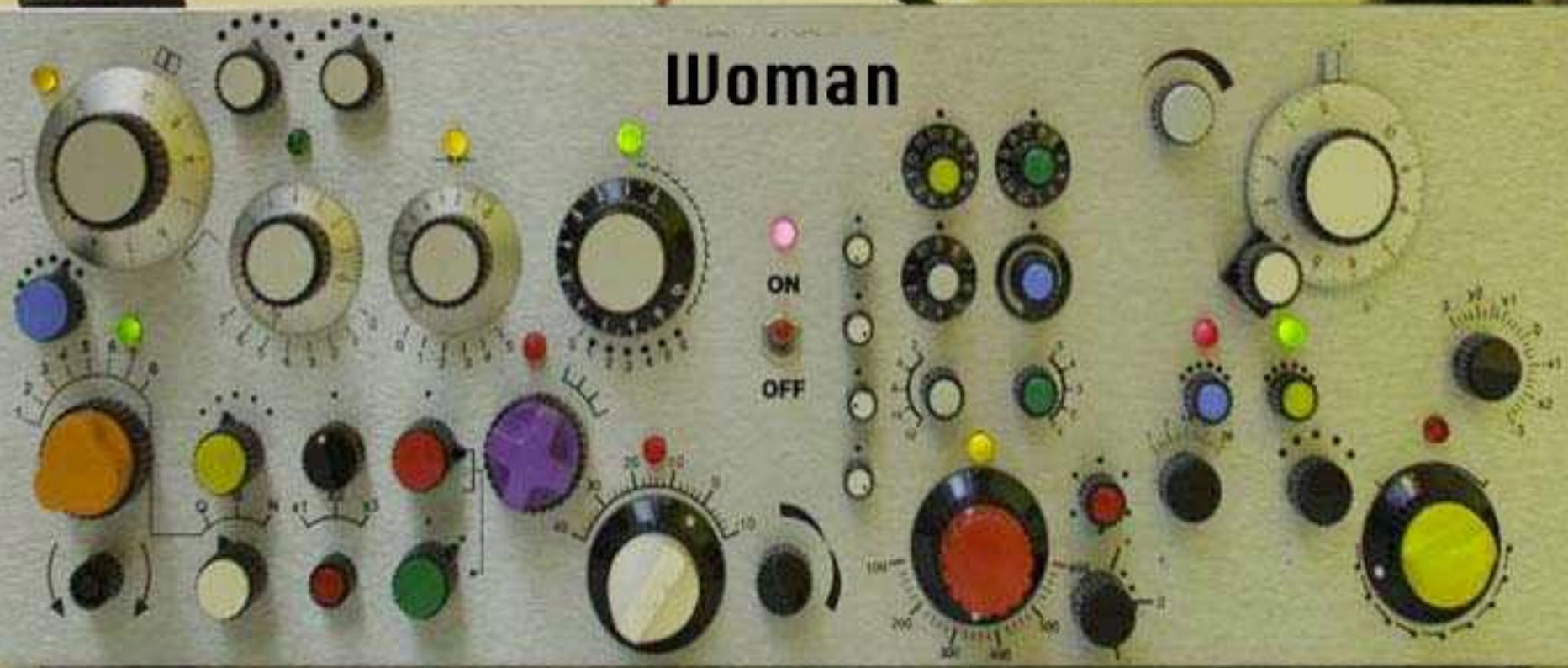
**Pill Bug**

# Man



*Killer Key 1998-2001*

# Woman



# Then there are those pesky GENERATIONS!!



**8% “Traditionals”**

**Graduated Before 1964**

**35.7% Gen “X”**

**Graduated 1983-1998**



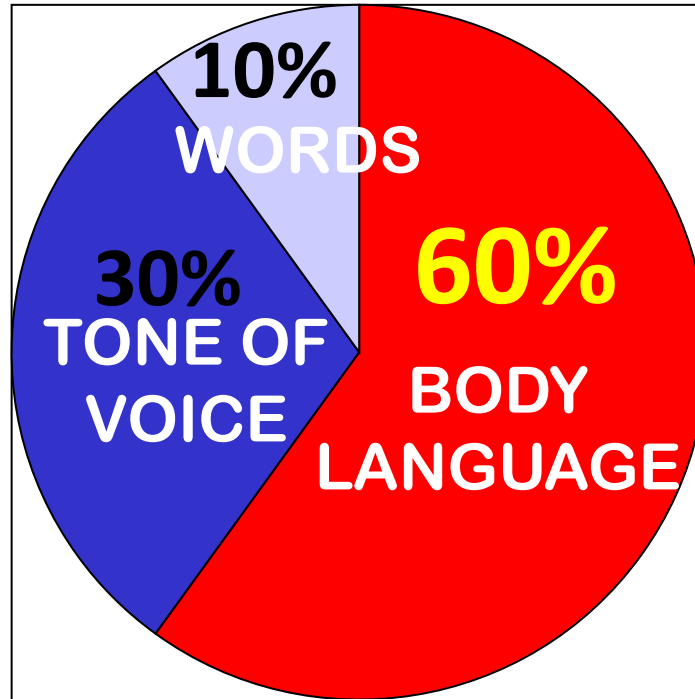
**39.9% Baby Boomers**

**Graduated 1964-1982**

**15.9% Gen “Y”**

**Graduated after 1998**





**People communicate with us in many ways.**

*Need to exercise our  
“RISK” muscles!!*



***“Coloring Outside  
the Lines  
is scary business...”***