Becoming a Talent Magnet

With David Lee

HumanNature@Work
Becoming a Talent Magnet

1. What Talent Wants
2. How To Deliver It
3. How To Tell About It
How To “Tell About It”

1. Ask Employees “What do you like (and love) about working here?”

2. Get EXAMPLES and STORIES.

3. Share them instead of just adjectives and abstractions.
Adjectives and Abstractions

• “Work with great people”

• “Get to make a difference”

• “Chance to grow your career”

• “Fun environment”
Becoming a Talent Magnet

1. What Talent Wants

2. How To Deliver It

3. How To Tell About It
Monday?
Nooooooooooo.
Where This Comes From
ACQUISITION AND RETENTION IN THE WAR FOR TALENT

KELLY GLOBAL WORKFORCE INDEX™

RELEASE: APRIL 2012

168,000 PEOPLE
30 COUNTRIES
“What motivates – and especially what motivates knowledge workers – is what motivates volunteers.”

Peter Drucker
“Accept the fact that we have to treat almost anybody as a volunteer.”

Peter Drucker
3 Years Later
Employee Engagement Truths Taught By My Shelter Dog Friends

Published on January 24, 2016
Why Do YOU Volunteer?
Why Do YOU Volunteer?

1. The Psychology of Volunteerism

2. Intrinsically Rewarding Work Experience

3. Becoming a Talent Magnet
Volunteers Bond To..

• The Mission and Vision

• The People

• The Work
The “Big Idea”

“How Can You Replicate As Much as Possible, the Intrinsically Rewarding Volunteer Experience?”
Agenda

1. What Enables Employers to Become a Talent Magnet

2. What to Do With This Knowledge

The “Big Idea”

“How Can You Replicate As Much as Possible, the Intrinsically Rewarding Volunteer Experience?”
Volunteers Bond To..

- The Mission and Vision
- The People
- The Work
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How to Create a Stronger Emotional Bond to Your Mission

• The Why

• “We do good things in the world”

• “We are helping our community”

• “We make a difference/YOU make a difference”
Especially With Millennials

Safe Drivers • Safe Vehicles • Secure Identities • Saving Lives
How Does Your People Doing Good Work:

• Make a Difference In People’s Lives?

• Make Your Part of The World a Better Place?
Continually Share Stories of the Good You Do
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One of the Biggest Reasons for Disengagement

why your employees are “just not that into you”

By david lee in Engagement

*2016 SHRM Presenter

If you’re like the majority of employers throughout the world, achieving high employee engagement seems as elusive as finding a Yeti. Despite the employee engagement industry being a billion plus dollar a year industry, employee engagement levels have barely budged since Gallup first published their research.
This article and more...

- HumanNatureAtWork.com/AAMVA

- Complimentary strategy session (first 5 to email)

  David@HumanNatureAtWork.com
Cultivate Stronger, More Satisfying Work Relationships

Relational vs. Transactional
“Relational”

1. NOT “Let’s be BFFs”

2. Courtesies, civilities, and pleasantries we (hopefully) do in our personal lives that help keep “the fabric of society” from unraveling
Hi Chris,

Hope all is well with you.

Hey, I wanted to check to make sure you received the info you requested on the engagement study we discussed.

Best regards,

David
Hi Chris,

Hope all is well with you.

Hey, I wanted to check to make sure you received the info you requested on the engagement study we discussed.

Best regards,
David
“Relational” (continued)

3. Acknowledging “You are a human being not a robot, app, or machine” whose only value is...
Lisa Earle McLeod
Creator of the popular business concept Noble Purpose, sales leadership consultant, bestselling author


Oct 3, 2015 | 1,378,783 views | 8,412 Likes | 1,504 Comments
Treat me like a number? I’ll return the favor. This job will quickly become nothing more than my rent payment.
I’ll start living for Friday and counting down the minutes until 5.
Treat me like a number? I’ll return the favor. This job will quickly become nothing more than my rent payment. I’ll start living for Friday and counting down the minutes until 5.

After a few months of that, I’ll probably have a drunken epiphany and realize I want more out of my life than this.
“Relational” (continued)

3. Acknowledging “You are a human being not a robot, app, or machine” whose only value is...

4. Showing interest in the person as...a person.

5. Showing you care about that person as an individual with a life (and the right to have a life outside of work).
“She pays attention to what I say and remembers where we left off...It’s remembering that last conversation.”
The Top 5 Drivers of Millennial Employee Engagement

1. I feel I am valued in this organization.

5. This organization treats me like a person, not a number.

Source: *Unlocking Talent 2015* by The Center for Generational Kinetics
A Fundamental Challenge for Many Leaders
"Relational" (continued)

3. Acknowledging “You are a human being not a robot, app, or machine” whose only value is...

4. Showing interest in the person as...a person.

5. Showing you care about that person as an individual with a life (and the right to have a life outside of work).

6. Appreciative vs. Entitled
Managers You Bonded To vs. Those You Didn’t?

- In general
- Appreciation vs. being taken for granted
- How they showed respect...or not...
- How they responded to requests
- How they gave feedback
- How they dealt with mistakes

Hyperlink for later
How Do You (or Could You) Foster Better Relationships...

...within teams?

...across departments?
How Do You (or Could You) Foster Better Relationships?
Volunteers Bond To..

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• The People

• The Work
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Intrinsically Satisfying Work...

1. The Opportunity to Use One’s Brain at Work, Solve Important Problems, and Make a Difference.
"We've always done it this way"

#MotivationKiller
“Someone can only be enthusiastic for so long, but if you keep getting shut down, you start getting bitter. You’re like ‘I’m done...it’s not worth it.’”
If You Want to Attract and Engage Millennials?

“Allow Millennials to use their skills to improve workflow. Just because it’s always been done a certain way, doesn’t mean it can’t be better...
... They can be more efficient with technology... it could take a Boomer two days to get something done, where a Millennial can do it in 2 hours...
...Everyone wants to hire Millennials, but when they get them, they aren’t allowed to use their skill set and they end up getting bored and moving on.”
Intrinsically Satisfying Work...

1. The Opportunity to Use One’s Brain at Work, Solve Important Problems, and Make a Difference

2. The Opportunity to Grow Professionally

3. The Ability to Feel “the Thrill of Victory” Rather Than...

4. Autonomy
Are You Deliver a Work Experience with These Ingredients?

1. The Opportunity to Use One’s Brain at Work, Solve Important Problems, and Make a Difference

2. The Opportunity to Grow Professionally

3. The Ability to Feel “the Thrill of Victory” Rather Than…

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• Articles With Your Managers

• Follow Up Webinar

• In depth Interviews
  • Like (and love) about working here
  • How to make it better

• Linkedin www.linkedin.com/in/humannatureatwork/