

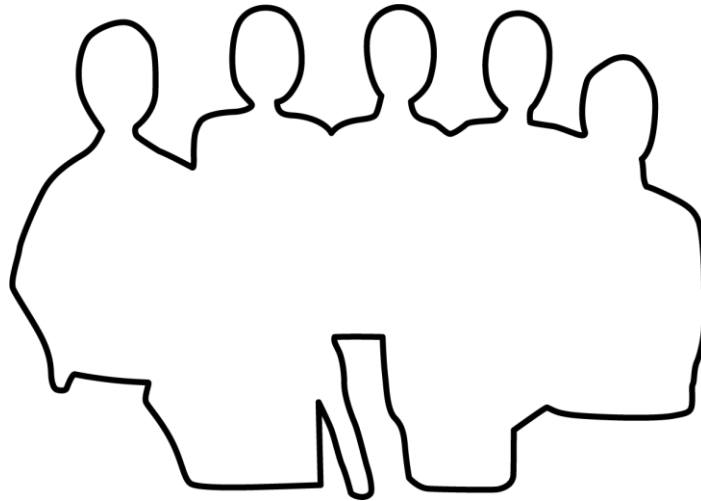
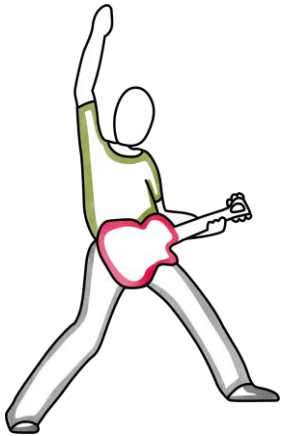
Strategies to *Engage* and *Keep* Your Best Employees

Presented by:

Jaimie M. Blackman, M.S.Ed., CWS

CEO Jaimie Blackman & Company

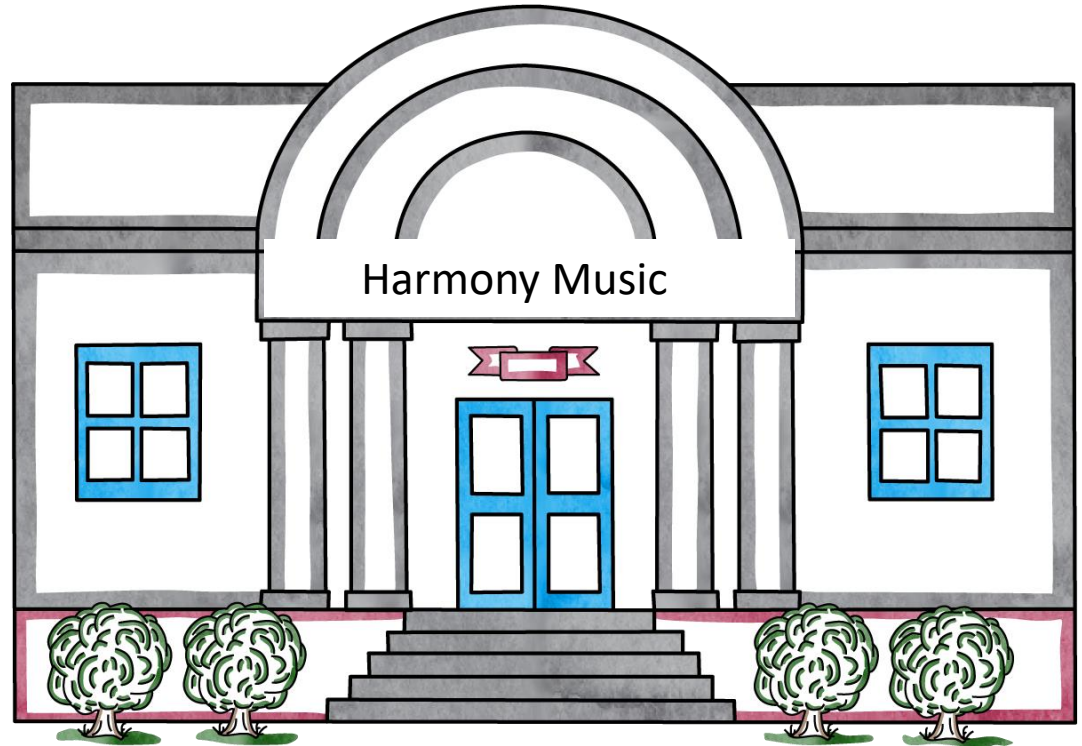
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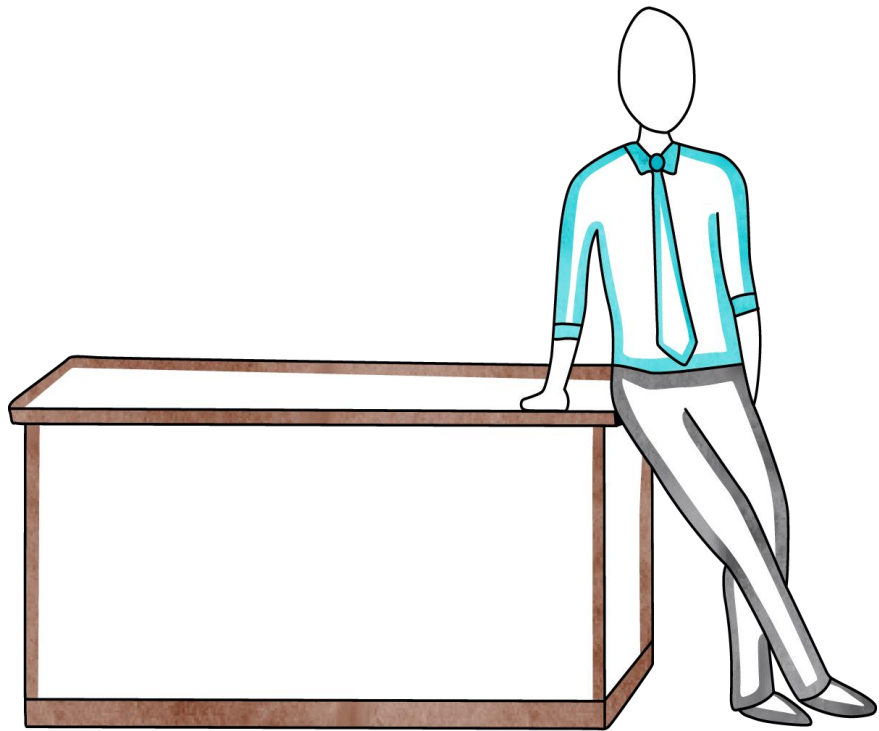


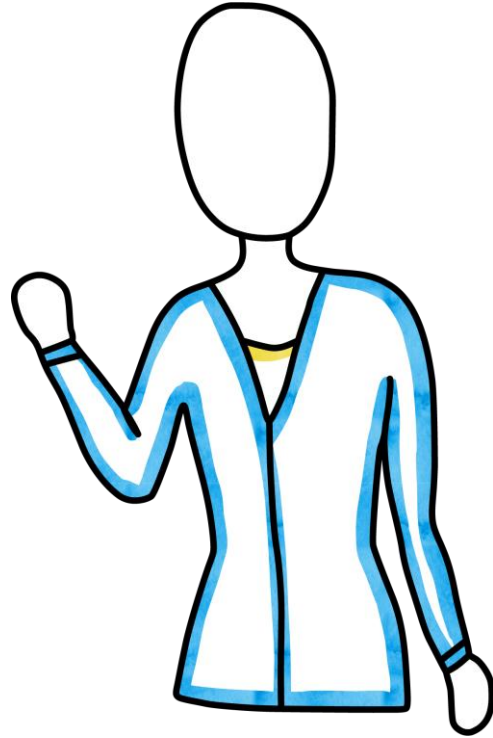
Introducing Harmony Music, Anywhere USA.



Barron Key, Owner



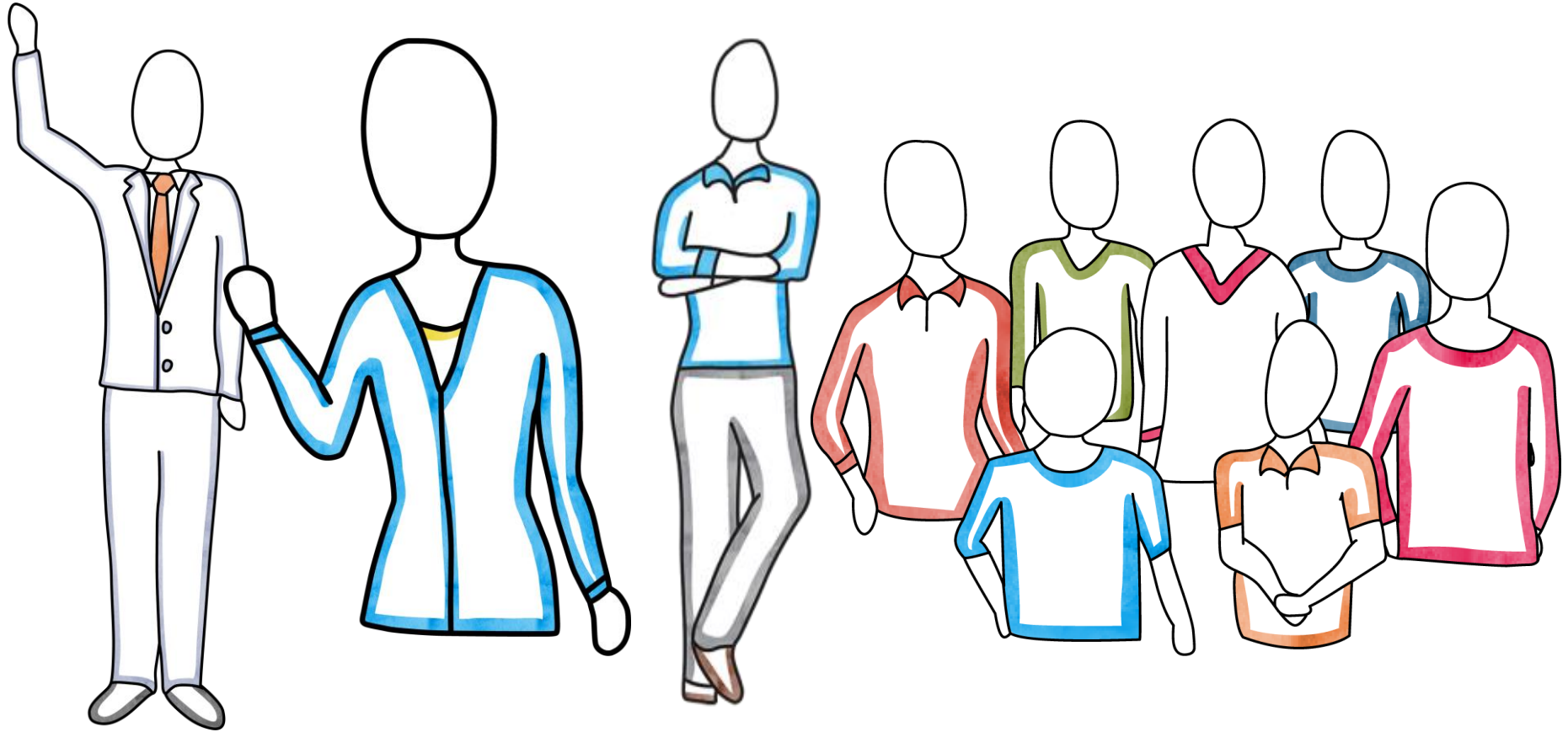


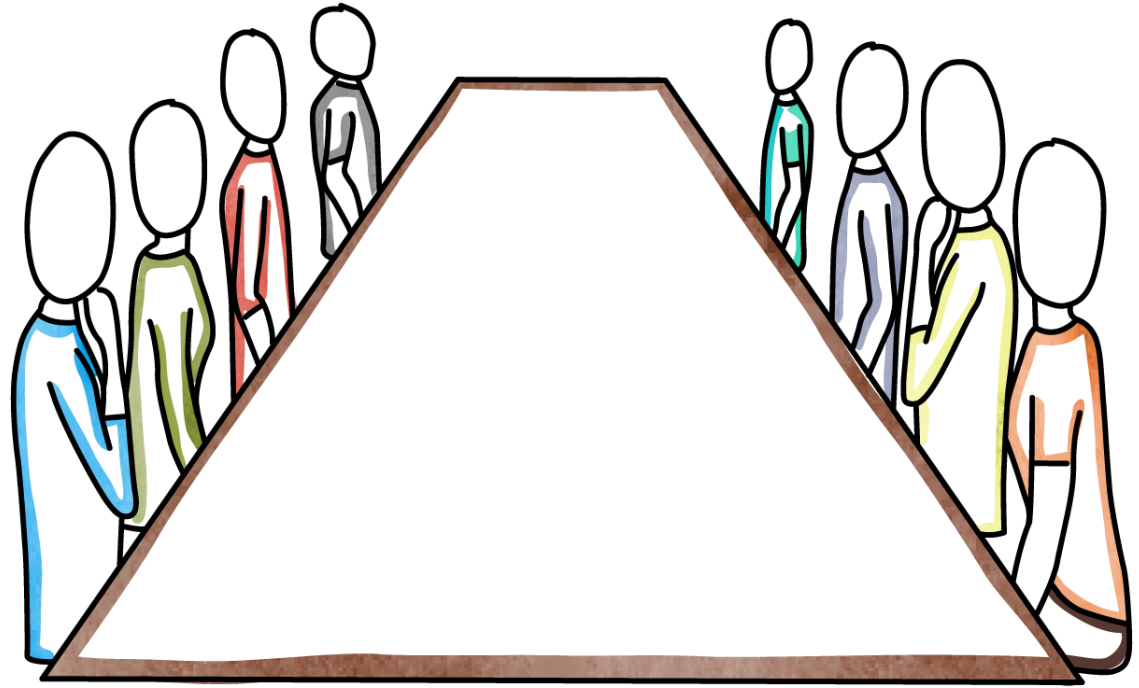
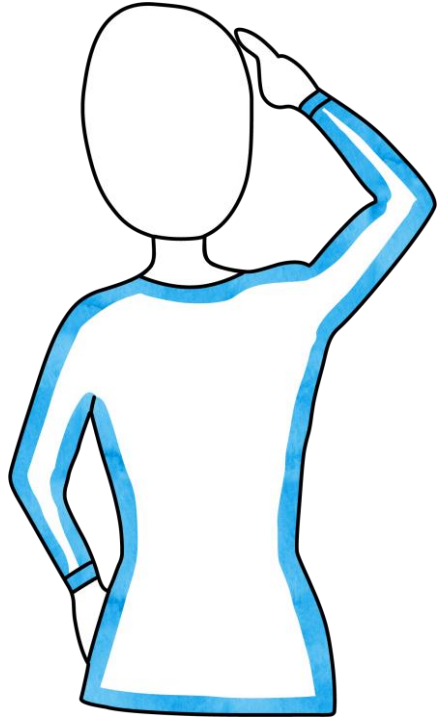


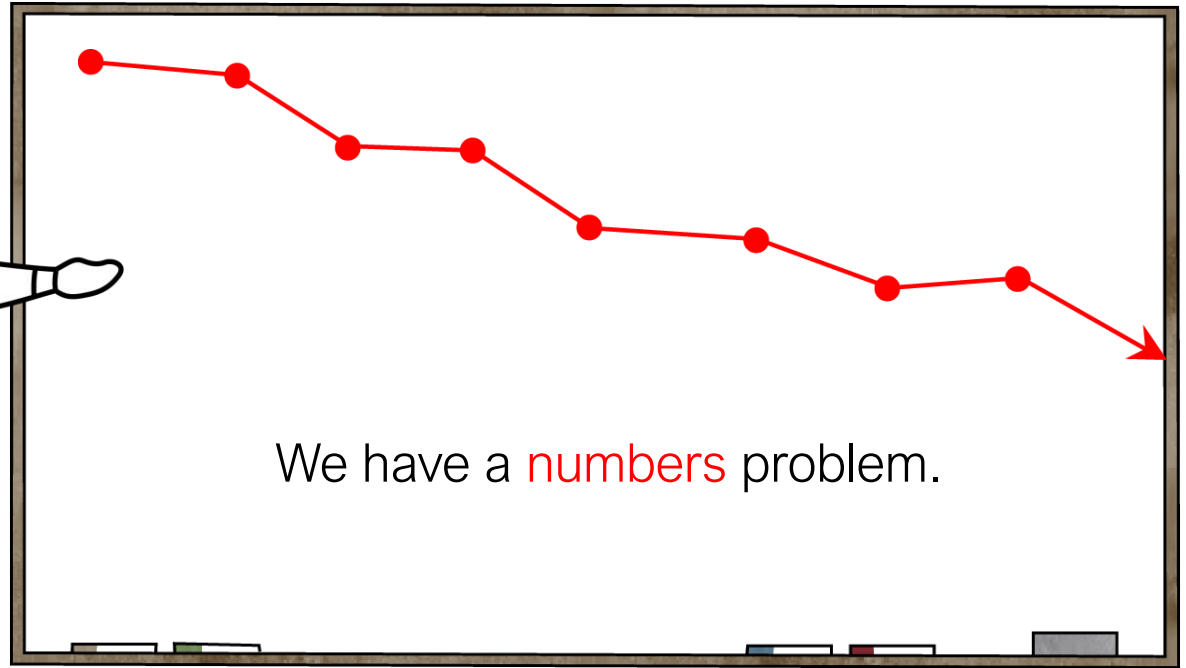
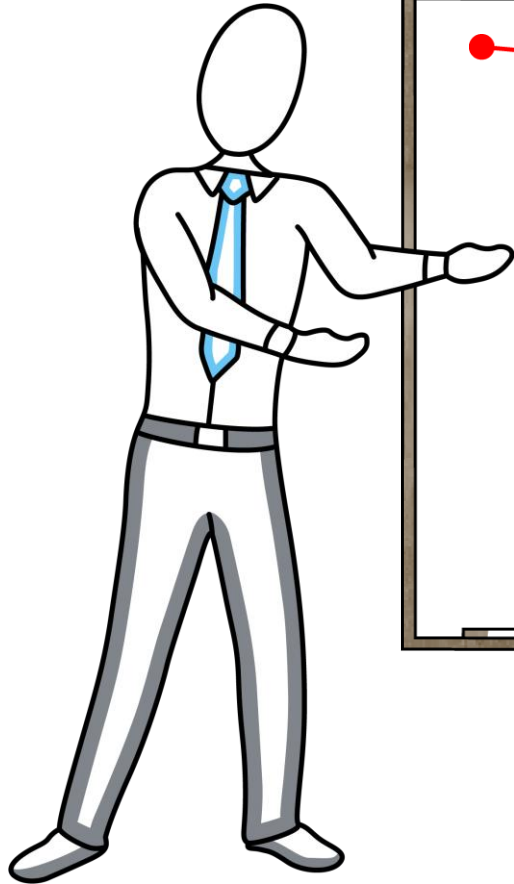
Harmony Key, GM

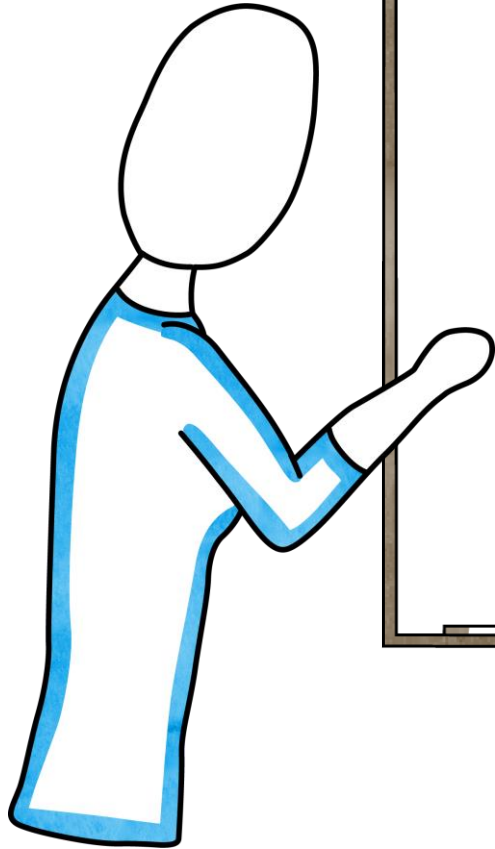


Win Rich, Sales Manager



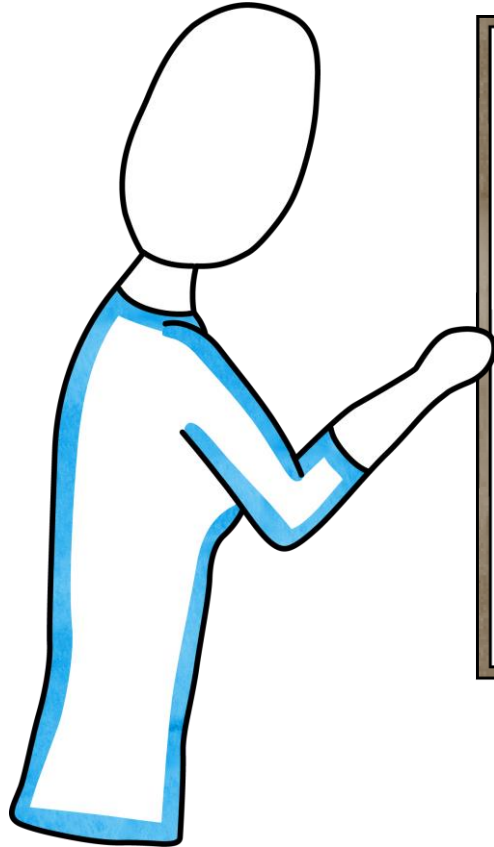






We have a **culture** problem.

CULTURE: from the Latin *Cultus*,
which means care.

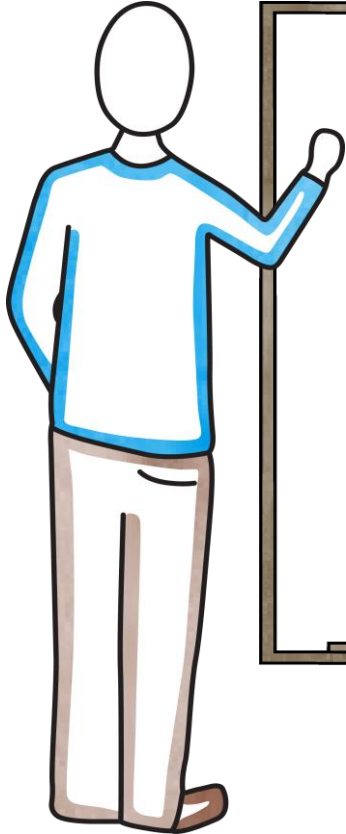


Purpose.

Opportunities.

Ongoing conversations.

A coach rather than a boss.



Why are we **ignoring** our non- financial assets?

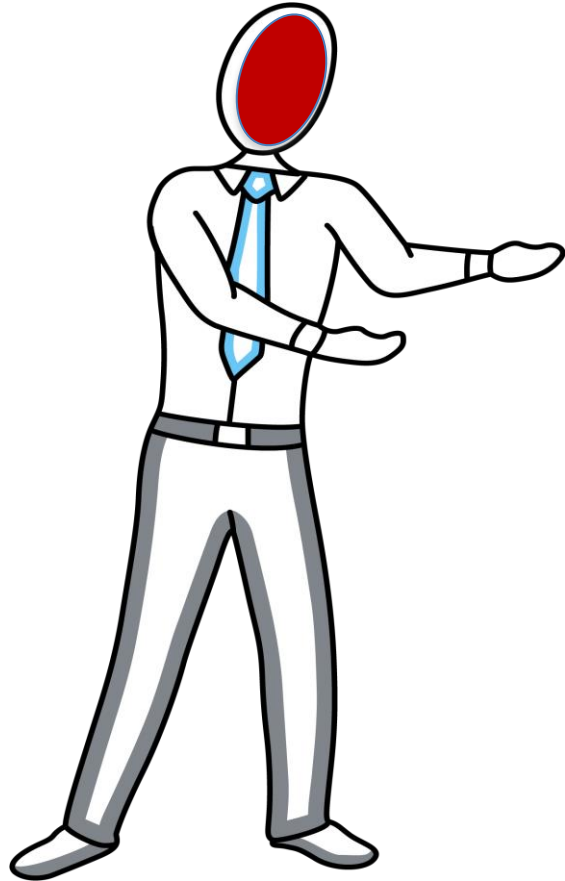
80% people.

20% technology.

Why aren't we **measuring** our non-financial KPIs?

Key Performance Indicators



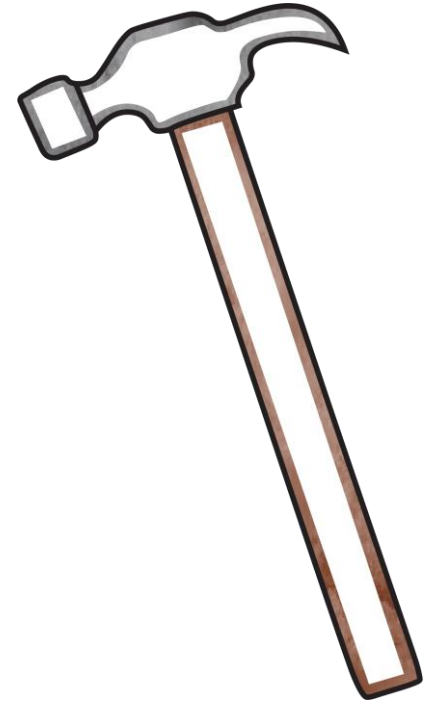
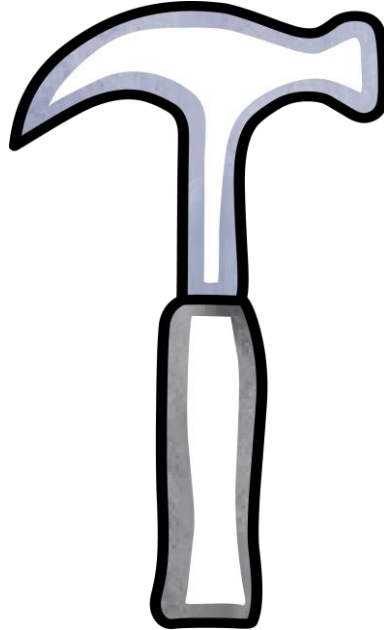


I screwed up!

Three Questions For You

- 1- Does a culture of caring make good business sense?
- 2- Do you feel this is too “touchy-feely?”
- 3- Do you like the idea but are uncertain how to implement?

How to develop and measure non-financial KPIs.

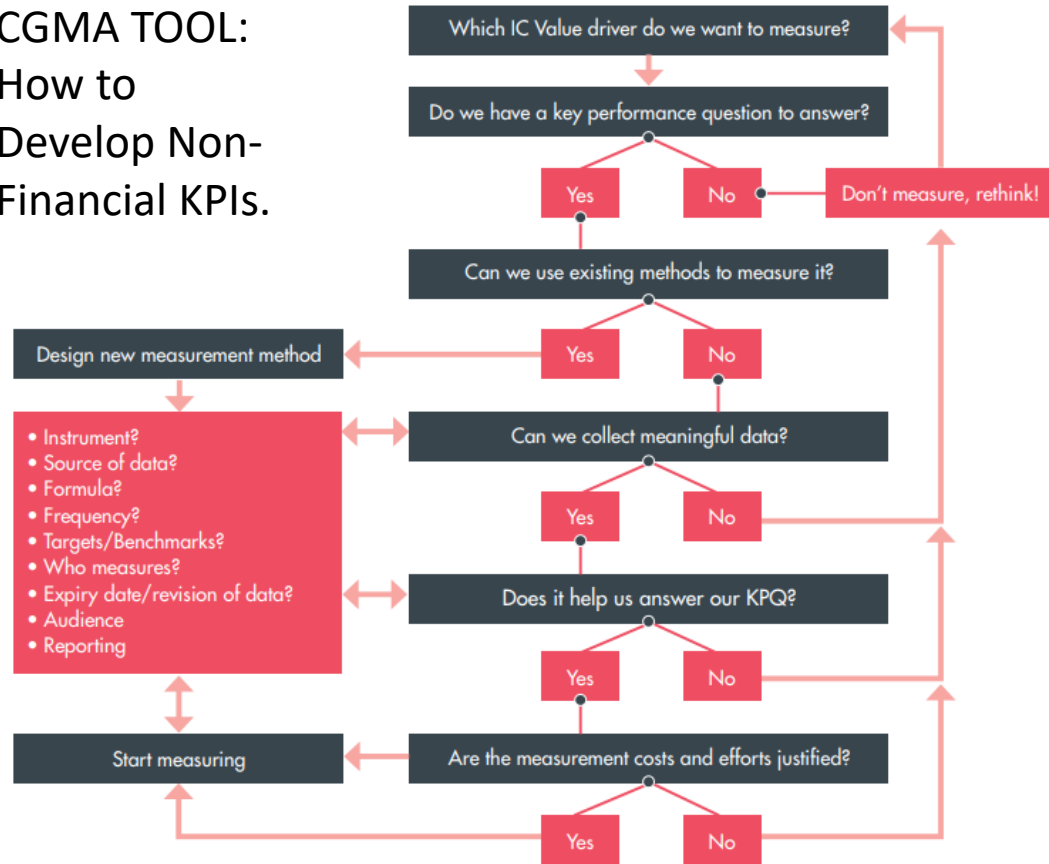


Answers to your questions which needs to be measured.

Examples

- How well are we sharing our knowledge?
- How do our customers perceive us?
- To what extent do people feel passionate about working for our organization?

CGMA TOOL: How to Develop Non- Financial KPIs.





Customer Satisfaction

1. Please tell me on a scale of 0 to 10, how likely are you to recommend our music store to your friends?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely Likely

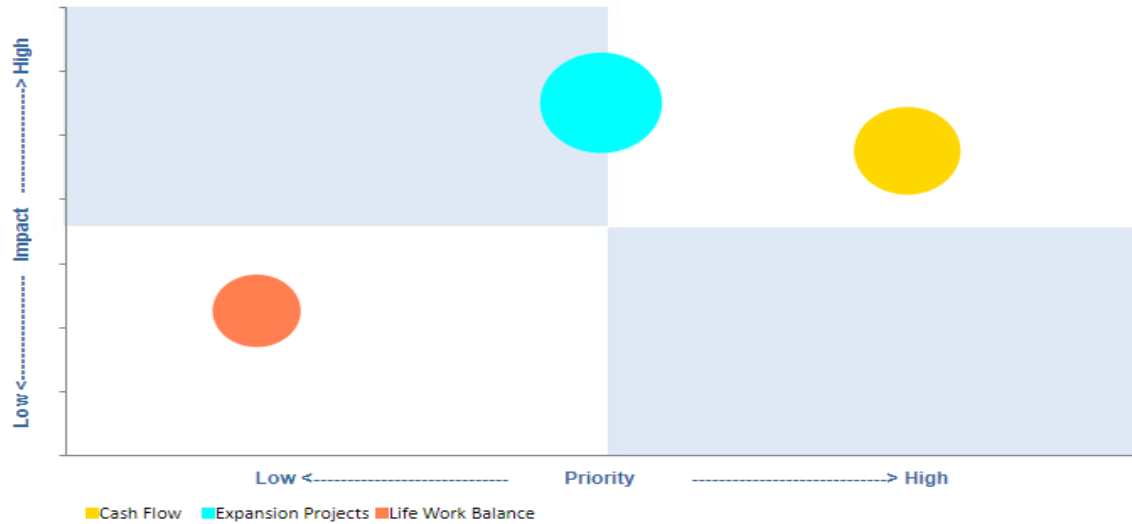
0-6 are DETRACTORS
7 or 8 are PASSIVE
9 or 10 are PROMOTERS

Submit



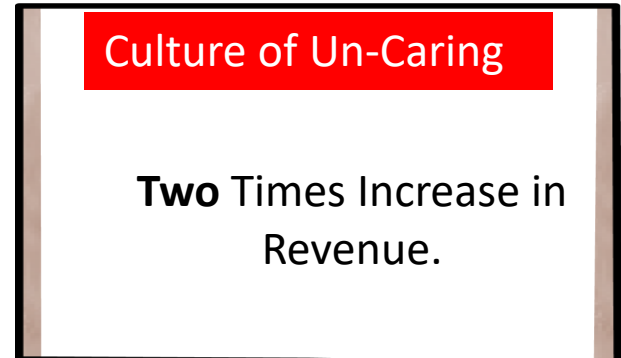
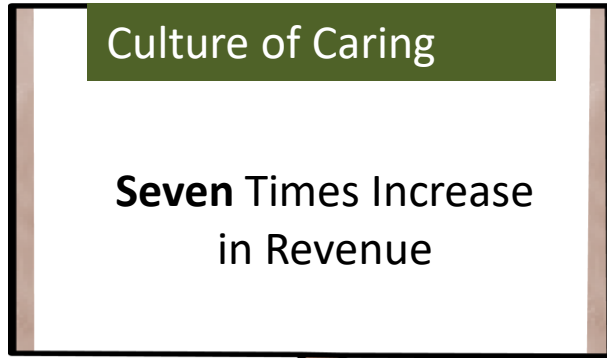
Save

What are the pain points in your business?



Pain Point	Priority	Impact	Financial Impact
Cash Flow	High	Medium High	75,000
Expansion Projects	Medium	High	100,000
Life Work Balance	Low	Medium Low	50,000

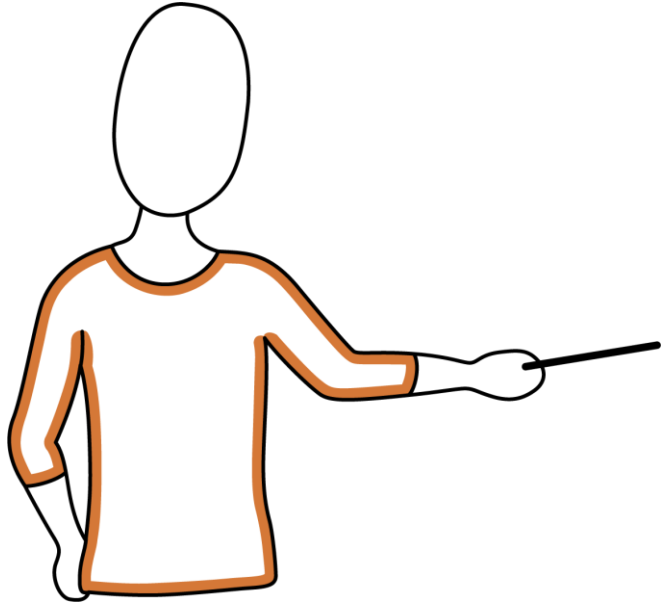
Why it pays to create a culture of Caring?



Results over an 11-year period.

Source: Kotter and Heskett authors of
Corporate Culture and Performance

Be the conductor.
Ignite the passion.



Three Tips to Engage & Keep Your Best Employees

- 1- Create A *Culture* of caring.
- 2- Develop Non-Financial *KPIs*.
- 3- Change your *Performance Management System*.

Management is not a numbers game.

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