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BRING BETSY IN TO SPEAK AT YOUR NEXT CONFERENCE OR TRAIN YOUR TEAM!



KEYNOTE SPEAKING



LEADERSHIP TRAINING



BECOME A
DESTINATION WORKPLACE™

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Our National Workforce Study in Partnership With....

The Center for Generational Kinetics

•The US Census Bureau



WEASKED:

What causes people to leave their job?



WE ASKED:

What makes people want to apply for a job, stay with a company, and actually engage in the culture?



5 KEY FINDINGS TO BECOME A DESTINATION WORKPLACE

BECOME A DESTINATION WORKPLACE™ LEADER













CHARACTER



"Leadership is not a position or title; it's a responsibility."

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The quality of a leader determines the quality of the E.X. which ultimately determines the quality of retention.

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5 TYPES OF LEADERS

DICTATOR

PAYCHECK

PROMOTED

SKILLED

IMPACT



A leader's character is contagious.

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DEFINE YOUR LEADERSHIP REPUTATION



Determine 3 traits you want to be known for as a leader.





CULTURE

Company Culture is a combination of your mission, values, behaviors, and employee experiences (EX).

3 STEPS TO BUILD A DESTINATION WORKPLACETM CULTURE

STEP 1: CREATE CULTURE ALIGNMENT



Words don't define your culture; employee experiences do.

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STEP 2: GET YOUR MISSION & VALUES OFF THE WALL



Your mission and core values are not meant to exist on the walls of your company; they're meant to live in the hearts & actions of your team.

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GO THROUGH YOUR CORE VALUES WITH YOUR TEAM AND ASK HOW THEY CAN DISPLAY THEM DAILY.

STEP 3: CREATE A CULTURE OF APPRECIATION

STEP 3: MAKE APPRECIATION A PART OF YOUR CULTURE

Encourage Team Appreciation



Hold Appreciation Sessions



Make Appreciation Personal



SCAN CODE FOR GIFT!



FIRST NAME

APPRECIATION QUESTIONNAIRE



Favorite Color:	
Favorite Non-Alchoholic Drink:	
Favorite Hobby:	
Favorite Flower:	
Favorite Retail Store:	
Favorite Sports Team:	
Favorite Type Of Book:	
Favorite Type Of Music:	
Favorite Snacks/Candybar:	
Favorite Food:	
Favorite Fruit:	
Favorite Local Restaurant:	
Favorite Clothing Store:	
Favorite Charitable Cause:	
Favorite Coffee/Tea:	
Favorite Outting/Party Spot:	
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At the end of the day you will either produce a paycheck-driven culture, or a Destination Workplace TM culture.

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CULTURE ACTION ITEM



Determine how you can infuse your mission & core values into every E.X. & reward those who display them.





SKILLS

6 POWER SKILLS NEEDED FOR TODAY'S WORKFORCE

COMMUNICATION SKILLS

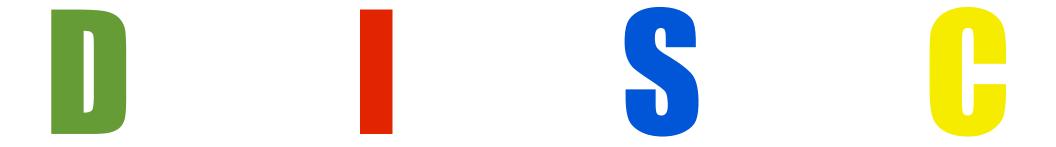
MANAGING CHANGE

COACHING SKILLS

DELEGATE EFFECTIVELY TIME MANAGEMENT ATTRACTING TALENT



PEOPLE SKILLS





DRIVER

COMMUNICATE

EXPECTATIONS



INSPIRER

COMMUNICATE

EXPECTATIONS



SUPPORTER

COMMUNICATE

EXPECTATIONS



CALCULATOR

COMMUNICATE

EXPECTATIONS

ATTRACTING TALENT IN TODAY'S WORKFORCE

EMPLOYER

EMPLOYEE

4 ATTRACTION STRATEGIES FOR AN EMPLOYEE WORKFORCE

- 1. Commit to being the best in your industry.
- 2. Have staff sit in for positional interviews.
- 3. Raise Your E.R.S.

4. Turn Your Hiring Initiative into a Marketing Initiative.

4.2****

Best place you will ever work. Great culture, advancement opportunities, & ability to learn new skills.

STEEL DYNAMICS



Great managers, great culture, excellent team to work with, & work-life balance. A fantastic workplace that allows for growth & development.

BERRY METAL

4.0***

Great pay, amazing co-workers, understanding supervisors, flexible work, good products, & plenty of growth opportunities.

RHI MAGNESITA

4.1 * * * * *

Great support. Satisfying work. Resources are infinite. Family atmosphere. The company cares about their employees and their families.

NUCOR STEEL ARKANSAS



People no longer seek jobs just for the paycheck; they are actively seeking to work at a Destination Workplace TM.

@betsyallenmanning





IMPACT

IDENTIFY HIGH-POTENTIAL LEADERS

PAYCHECK EMPLOYEE

HIGH-POTENTIAL LEADER

Waits To Be Told

Self-Success

Problem Identifier

Rejects Feedback

Takes Initiative

Team-Success

Problem Solver

Coachable

SHOW THEM HOW TO LEAD WITH PURPOSE

Stop working for the paycheck, and start leading like you were born to make a difference.

SCAN CODE TO RECEIVE YOUR BONUSES!





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