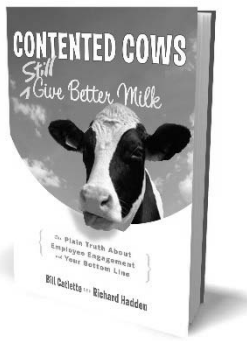


Speaker Exchange Agency presents...



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certified speaking professional

Contented Cows Give Better Milk Your People...Your Profit

ASPPA

Business Managers and Owners Council Conference

March 22, 2016

Rosemont, IL

Slides and other resources available for download at
<http://contentedcows.com/asppa>
link available until April 30, 2016

The Premise of this presentation: Creating a focused, engaged, and capably led workforce is one of the best things you can do for your bottom line.

Discretionary Effort: that increment of human effort, the expenditure of which, is at the exclusive discretion of the worker. Going above and beyond. The extra mile.

Personal Capability
Minimum Requirement

DISCRETIONARY EFFORT



The Business Case

Contented Cow Companies - 2012

Google	Qualcomm
General Mills	J.M. Smucker
Publix Supermarkets	Novo Nordisk
Roche	Chesapeake Energy
Marriott	Walt Disney Co
Nustar Energy	Starbucks



Between 2002 and 2011

- Average annual total stock return for Contented Cows beat the S&P by 9.7% annually
- Created an annual wealth premium of \$70 billion
- Every company's shareholder performance outperformed the S&P
- Cows averaged 23.4% annual revenue growth vs. 2.7% growth in real GDP

Contented Cow Strategy

- Grow faster
- More productive and profitable
- Increased employee engagement
- Have lower turnover
- Recruit more talented employees
- Create more wealth...

than organizations that don't have great workplace reputations.

Assignment – Make leadership a primary qualification for every person in a management role.

Fact – Reputation recruits; reality retains.

Fact – Engagement is a conscious decision.

Fact – Work is contractual; engagement is personal.

Assignment – Regularly conduct a comprehensive Employee Engagement Survey. USE the RESULTS, and make them a part of your business metrics.

Engagement Drivers

1. Meaningful work
2. Caring, authentic leadership
3. Growth and development
4. Appreciation
5. Autonomy

Contented Cows are Committed

Assignment – Hire for fit. Screen *first* for values and attitudes, and then for skills, experience, and talent.

“It’s more important to hire people with the right qualities than with specific experience.”

Bill Marriott, Marriott Hotels

Assignment – Identify the non-technical fit requirements at your company.

Assignment – Never stop recruiting.

Assignment – Harness the power of social media. Your website, Facebook, Twitter, YouTube.

Assignment – Know how you look on glassdoor.com and vault.com.

Assignment - Define your mission in clear and compelling terms.

Assignment - Ask 5-6 employees: What are our top 3 priorities? Evaluate for consistency.

Contented Cows are Enabled

Assignment – Refamiliarize yourself with the value of employee training.

Assignment – Provide regular coaching and feedback.

Seven Simple Questions for a Great Employee Conversation

1. How do you think you're doing in your job?
2. What one thing do you think you could do better?
3. What help do you need to do that?
4. What one thing could others you work with do better?
5. What one thing do you like most about working here?
6. What one thing do you like least about working here?
7. If you were me, what one thing would you do differently?

Assignment – Find ways to show everyone how their work matters.

Assignment – Make sure people have what they need to do their best work.

Assignment – Today, eliminate one utterly stupid policy, procedure, system, or habit, under your control, that hampers the flawless execution of your mission.

“Ninety percent of what we call management consists of making it difficult for people to get things done.”

Peter Drucker

Assignment – don't let fear cause people to DISengage.

Assignment – define jobs in terms of outcomes, not just activities.

Contented Cows are Cared About

If you care:

- You tell people the truth
- You say “thank you” a lot
- You sit on the footlocker
- You feed the troops first

Assignments:

- Send handwritten thank you notes from time to time.
- Provide flexible hours.
- Surprise time off
- Friday blowout
- Acknowledge birthdays, anniversaries, special accomplishments of your employees AND their family members.
- Gift card to the employee for his/her spouse or partner’s favorite place
- Managers’ car wash
- Volunteer to do someone’s least favorite job for a day.

Assignment – “sit on the footlocker”. Habitually, spend as much time as possible with every member of your team.

Eleven Questions Every Manager Should Know the Answers to for Everyone on Their Team – Without Asking.

1. What is your name? (I’m not kidding.)
2. What are you really good at, at work? Outside of work?
3. What do you do for fun, at work? Outside of work? (Be careful 😊)
4. What are you lousy at?
5. What would you like to do better at work?
6. What are a couple of your strongest passions?
7. How do you get to work each day? Do you drive? Alone, or with others? Some other form of transportation? How long does it take?
8. Has there been some powerful life experience, good or bad, which impacts your approach to your work? (No need to go into detail, and if there isn’t one, that’s OK).
9. Who and what is most important to you, outside of work? (No need to pry.)
10. Is there something in particular about you, or your life experience, that especially suits you to serve some need in your work?
11. What are you having trouble with at work, that you could use someone’s help with?

Additional Resources:

Books by Bill Catlette and Richard Hadden

All available from Amazon.com and other booksellers

Contented Cows STILL Give Better Milk: The Plain Truth About Employee Engagement and Your Bottom Line
Available in hardback, as a Kindle e-book, and audiobook (read by the authors)

Contented Cows MOOVE Faster: How Good Leaders Get People to Put More OOMPH! Into Their Work
Available in paperback

Rebooting Leadership: Practical Lessons for Frontline Leaders (and their Bosses) in the New World (in collaboration with Meredith Kimbell) Available in paperback, and as a Kindle e-book

Video Learning Program



Contented Cows Daily Edition. An 18-Day Video Learning Program, featuring some of the best inspirational and prescriptive advice from *Contented Cows STILL Give Better Milk*, Available for purchase at avanoo.com/richardhadden.

For volume discounts, please contact Richard Hadden, at 904-720-0870 or richard@contentedcows.com.

Richard Hadden, CSP, is a workplace expert, author, and speaker, who specializes in Employee Engagement, Leadership, and the connection to the bottom line. He is co-author of the Contented Cows series of leadership books, and the book *Rebooting Leadership*. He speaks to leadership audiences worldwide about the connection between people practices and profit performance.

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