



FUTURE
FRAMING THE Opportunity. Efficiency. Growth.



Frame Building Expo

**Building Employee Loyalty
Through a Caring
Environment**



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**“The best time to plant a tree
is 20 years ago.
The second best time is
today.”**

-- Chinese Proverb



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1. Supporting employees through personal hard times
2. Showing personal interest in employees during business interactions
3. Creating an environment of openness and trust
4. Making ourselves less vulnerable to turnover through genuine motives of caring for employees



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1. Supporting employees through personal hard times



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A. "The Way of the Shepherd"
by Dr. K. Leman and W. Pentak

- Know the condition of your flock
- How to "tend" to your flock



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B. Stay away from the “assembly line”

- Don't try to create a blueprint for success here! (remember it's about each individual – not you)
- Make sure your people know that you are behind them and genuinely want to help
- Do not overextend yourself or your commitments



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2. Showing personal interest in our employees during business interactions



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A. “Mission First - - Men Always



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A. “Mission First - - Men Always

- What is a true “company” man?
- Know when to put the business in the back seat



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B. Listen First

- Genuinely seek to understand another person’s thoughts, feelings, experience, and point of view
- “Counterfeit listening”



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C. Intent Always

- What is your ‘motive’
- Caring inspires trust



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Consider this . . .

Recent Gallup poll shows that only 29% of employees believe that management cares about them developing their skills.

Only 42% believe that management cares about them at all.



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3. Creating an environment of openness and trust



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A. What is trust?

- Simply put, 'trust' means confidence – opposite is suspicion
- Describe high trust relationship



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B. Stephen Covey's book "Speed of Trust" - - the one thing that changes everything

- The economics of trust
 - ↓ Trust = ↓ Speed ↑ Cost
 - ↑ Trust = ↑ Speed ↓ Cost



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- Create transparency
 - ✓ Tell the truth in ways people can verify
 - ✓ Get real and genuine
 - ✓ Be open and authentic



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C. The power of trust

- Don't pass the buck
- Give credit - - leaders don't need credit
- How to use the "window mirror"
 - ✓ Looking through
 - ✓ Looking at



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4. *Making ourselves less vulnerable to turnover through genuine motives of caring for our employees*



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A. What is loyalty?

- A feeling or attitude of devoted attachment and affection
- My definition of loyalty



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B. 75th Ranger Regiment



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B. 75th Ranger Regiment

- Getting your “tab”
- Principles of self-sacrifice
- Two-way street



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B. Retention

- Disengagement
- Turnover

C. Burn the blueprint

- Day to day
- Where to start



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“To believe in something and not do it is dishonest.”

-- Mahatma Gandhi



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Questions?



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