



**diversity**  
*It's all in the mix!*  
BAKINGTECH '17



**Welcome!**

- Who are you?
- Who am I?
- Why are we here?



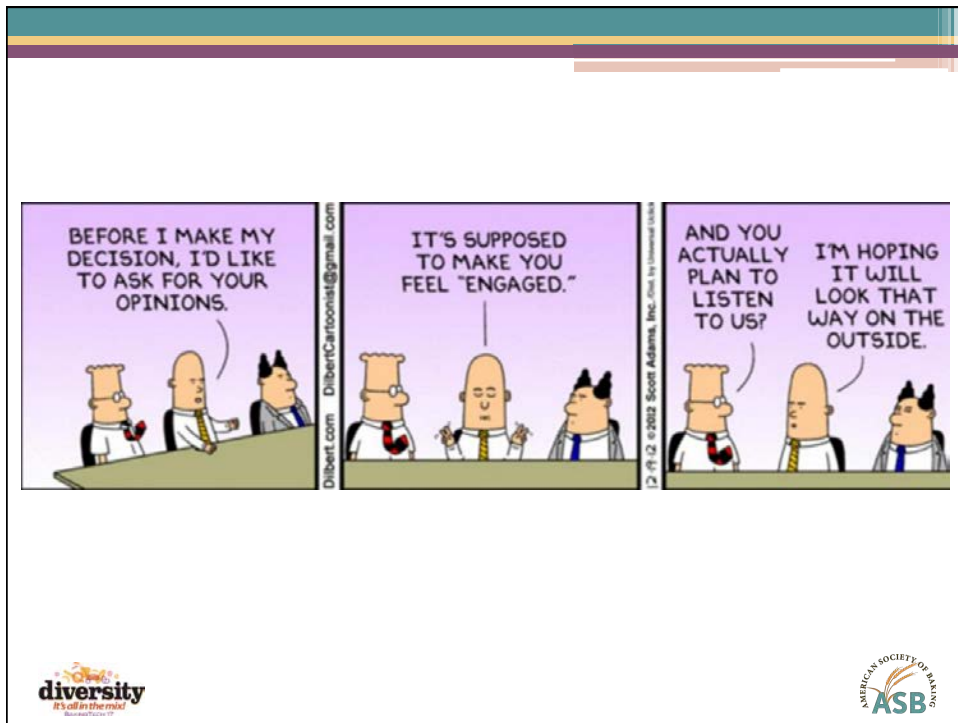
## Session Objectives

- Understand the impact company culture has on the modern workforce.
- Develop awareness of motivators that can be used with positive impact.
- Identify the top five issues affecting employee training and development.
- Recognize strategies to improve employee retention.



## Company Culture





## What is company culture?

- **Wikipedia says:**
  - "behavior of humans within an organization and the meaning that people attach to those behaviors"
- **A combination of:**
  - Company vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits
- **Something that is pre-existing in your company's genetic code.**

## Company Culture is NOT:

- Something that employees bring with them.
- Secret Santa gift exchanges
- Karaoke nights
- Bean bag chairs
- Nerf gun fights
- Catered lunches
- Cruises with your co-workers



## How do you assess culture?

- Culture and engagement surveys
- Exit interviews
- Take a walk around...
  - How do your employees act when they're on the job?
  - Are there common behaviors – good or bad?
  - What does having this job mean to your employees?
  - Would they go elsewhere if they had the chance?



## HOW CULTURE IS CREATED



## Why Culture Matters



- The assumptions and beliefs of employees drive behavior.
- The collective behavior of employees determines results.
- The results measure performance and indicate if strategic business objectives have been achieved.



# Motivators



## In a recent study from Insights Discovery®

1 in 4 employers  
sited finding,  
motivating, and  
keeping talent  
their TOP  
priority.



## Communicate Better

- Communicate frequently.
- Actually speak face-to-face.
- *Your staff needs to know they are valued, and communicating in person with them is the best way to show your appreciation for their hard work.*



## Be an Example

- You can't expect your employees to work hard if you don't lead by example.
- Show your excitement about the company's goals, and your employees will get on-board and work to achieve those goals.
- Good moods are always infectious — especially in the workplace!



## Empower Them



- Give your employees a say in how they do their job.
- Ask for their input and get suggestions on how they can improve their performance.
- Take their advice and implement it.
- Give them the authority to make their own decisions, such as providing service for a client up to a certain point without needing to get prior approval.



## Offer Advancement Opportunities

- Your employees are more motivated when they know they're working towards something.
- Offer training that gives the skills needed to climb the career ladder.
- Grooming young employees to move on to better opportunities is valuable to you as well because it enables you to build your company's reputation as a great place to work.





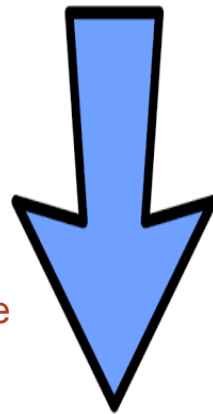
## Provide Incentives

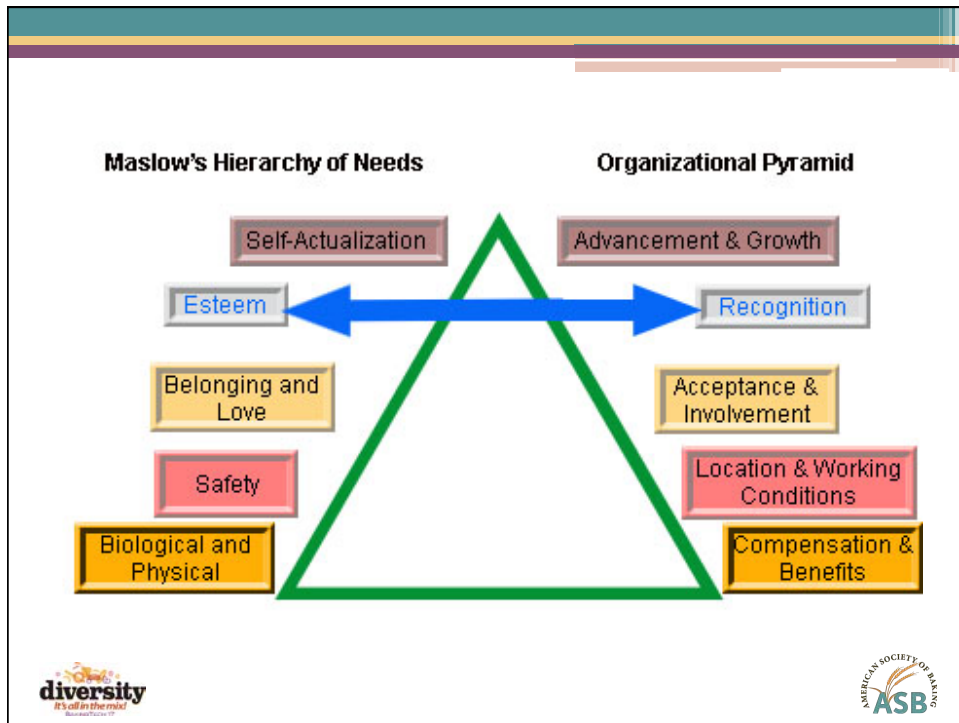
- Incentives are always motivation boosters — and they don't have to be expensive.
- Offer incentives like an extra paid day off, gift cards, tickets to the movies, or other low-cost ways to show your appreciation.
- Showing a genuine interest in work-life balance can be a key incentive.



## What demotivates?

- Micromanagement
- Lack of progress
- Job insecurity
- Lack of confidence in leadership
- Acceptance of mediocre performance
- Poor communication
- Unpleasant co-workers
- Boredom





**What are your experiences with motivation and demotivation in the workplace?**

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# Training & Development



## Going Mobile

- Only 10 percent of companies are using mobile Web-based learning solutions.
- *How many people in this room have a phone in their hand right now?*



## Understanding Social

- Companies are using document sharing, discussion forms, and blogs, but they aren't generally using video.
- *Who has recently watched a TV show or movie?*



## Consider Adaptive Learning

- Advantageous for younger generations entering the workforce that have expectations around flexibility and interaction.
- *Who likes to jog at their own pace?*



## Align with Business Objectives

- ANY program or technology investment should involve input from business leaders to ensure that learning is driving retention, engagement, and performance.



## Measure Effectiveness

- Determine metrics in advance and include both business metrics and learning/HR metrics.



# How to Improve Employee Retention



## In summary...

- Pay attention to company culture
- Engage & encourage with motivators
- Invest in training & development



