Transcending Challenges with a Relentless Focus on Workplace Experience Innovation

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“Innovation is change that unlocks new value.”
—James Notter
Experience Innovation
Workshop Objectives

Define “Workplace Experience Innovation”

Explore the key drivers around which companies innovate

Examine real examples of Workplace Experience Innovation

Discover Workplace Experience Innovation Approaches
Your Story: What is Innovation?

As a consumer, think of a recent experience you had that you considered “innovative.”

What was different about it?
How did it make you feel?
What did it make you do?
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Innovation Defined

**Innovation**

*noun* in·no·va·tion \\ˌi-nə-ˈvā-shən\

*The act or process of introducing new, original or improved ideas, methods or devices that create value.*
What is Workplace Experience Innovation?

_Innovating the experiences that employees have with your company_

- Creative improvement of how all employees interact with your organization
- Integrated into an organization at all levels
- “Lives” throughout the whole employee experience – at every touch point
What is Workplace Experience Innovation?

- Environment
- Interactions
- Technology
- Policies & Practices
Technology
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The Research
Insights into Workplace Experience Innovation

1. Identify global business challenges that innovation can solve
2. Uncover why companies must innovate
3. Discover best practices for engaging with their employees and customers
# About the Research

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Details</th>
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<tbody>
<tr>
<td>Online, web-based survey</td>
<td>60 in-depth interviews</td>
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<td>525 business leaders completed a survey</td>
<td>12 countries*</td>
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<td>Secondary scan of 2015-2016 global business trends reports</td>
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US, Canada, Mexico, Brazil, India, Sweden, Denmark, Germany, Finland, Norway, Switzerland and the UK.
Questions We Asked

• Performance forecast
• Expected sources of growth
• Barriers to growth
• Importance of top external (business) issues
• Importance of top internal (people) issues
• Planned strategic initiatives and best practices to overcome issues and barriers
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What Internal Challenges Must Businesses Transcend?

Businesses pointed to these top internal challenges to their success:

- **Leadership Development**: 35%
- **Employee Morale**: 33%
- **Work / Life Balance**: 29%
- **Attracting Talent**: 27%
- **Retaining Talent**: 26%
Maslow Hierarchy of Needs Applied to Employee Engagement

1. Highly Engaged
   - I love to work here and to help others
   - I inspire others to do their best
   - I’m a high flyer

2. Engaged
   - I’m a vital part of the institution
   - I feel important at work
   - I’m an achiever

3. Almost Engaged
   - I know I am part of something bigger
   - I might leave if I’m tempted
   - I’m proud to work here but I wouldn’t tell anyone.

4. Not Engaged
   - I read job ads
   - I have poor working conditions
   - I don’t like my supervisor nor my team.

5. Disengaged
   - I’m here for the money
   - I’m leaving when I can
   - I’m not satisfied with my job.
Being a Workplace of Choice
Culture of Continuous Learning
Schedule and Location Agility
Workplace Experience Innovation

Being a workplace of choice

- Making employees feel connected
- 34% planned to innovate their approach to workforce benefits
- Creating a voice of the employee program
- 42% are innovating measurement of employee engagement
Workplace of Choice Example

IT Starts At The TOP!

Create your brand employee engagement

Results you can measure
Workplace of Choice Example

✓ No temporary agency staff - *31 more employees!*

✓ *38.7% annualized turnover*

✓ *51 employees* receiving employee referral bonus

✓ Most improved *employee engagement* scores

✓ 2nd CNA class! *Partnership NDSCS/UJ/Eventide*

✓ New employees saying… *this place is so welcoming, my new hire training was awesome, if I have a question — everyone is so helpful, the residents are...*
Workplace Experience Innovation

Building a culture of continuous learning

- 52% plan to maintain or increase training expenditure
- 55% will examine ways to offer a range of learning modalities
- Making “learning” a cultural value that is expected, measured, celebrated and managed
Culture of Continuous Learning Example
Culture of Continuous Learning Example

Provide people time away to learn, and learning all the time.
Workplace Experience Innovation

Innovation also means maintaining

- 33% adopting increased flexibility in work locations and schedules
- Empowering employees by designing flexible work practices
- Providing technology for remote working
Schedule and Location Agility Example

CEO Susan Wojcicki enforces a strict separation of work and personal life.

“[Success] is not based on the number of hours that you’ve worked.”

- Home for dinner with 5 children almost every night.
- Rule: not check email between 6 p.m. and 9 p.m.
- “Unplugging” makes her more productive, not less.
- Prioritizing helps refresh and see things in a new way.
Schedule and Location Agility Example

We are curious.

We are problem solvers.

We are creators.
What the Statistics Say

70% employees joining Flextime, compressed work, and early leave Friday led to improved employee satisfaction, feeling of freedom, and ownership spirit.

50% among 25,000+ employees on some type of flexible arrangement: job sharing, telecommuting and compressed work weeks led to lower turnover, improved service quality, and less absenteeism.

40% employees participating in “Open Work” program – flexible time and off-site → improved 34% productivity; 80% satisfaction of work-life balance index.
Workplace Experience Innovation Strategies

- Being a Workplace of Choice
- Culture of Continuous Learning
- Schedule and Location Agility
1. Refer back to the top challenges your group listed earlier.

2. What 1 or 2 **Workplace Experience Innovation Strategies** can you implement?

3. Discuss in small groups.
What Happens Next?

• Continue the conversation with your team

• We can work with you to do a complete Experience Innovation assessment for your organization

• Receive our whitepaper outlining the full research

The result…..a CULTURE with a Workplace Experience Innovation Mindset
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Thank you!

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