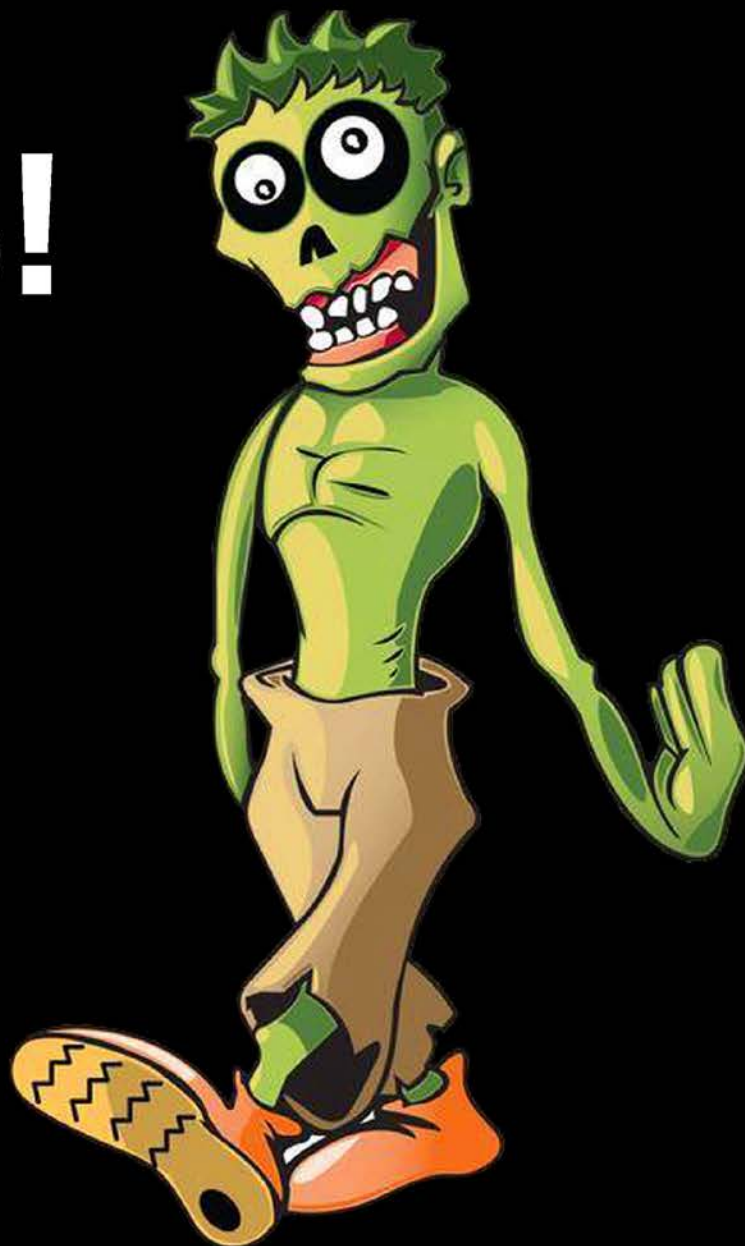




There is a Real Problem in America:



ZOMBIES!





ZOMBIES
DON'T CARE
BECAUSE THEY HAVE
NO DREAMS.

-TOM ZIGLAR



ZIGLAR.COM



ENGAGEMENT – The Zombie Cure



Engagement

The Secret to True Performance



Engaged
30%

Disengaged
52%

Actively
Disengaged
18%



Pedaling
Like Crazy

Coasting

Causing
Resistance



Engagement: Show me the MONEY

Engaged vs Disengaged Companies

22% higher productivity

2 times the success rate

41% fewer quality incidents

**Outperform their peers by 141% in earnings per share,
and have 90% better growth trend than their competition**



Engaged vs Disengaged Companies

Lower absenteeism and turnover

High-turnover organizations report 25% lower turnover

Low-turnover organizations report 65% lower turnover

Do the math. Replacement cost alone averages 1.5 times the salary



**Lack of engagement is costing us a fortune
but higher pay will not solve the problem!**

**79% of employees who quit their jobs cite
lack of appreciation as the main reason**

(Society of Human Resource Management)



A Crazy Stat!

Engaged vs Disengaged Companies

**35% OF U.S. WORKERS POLLED BY PARADE
MAGAZINE LAST YEAR SAID THEY'D WILLINGLY
FORGO A SUBSTANTIAL PAY RAISE IN EXCHANGE
FOR SEEING THEIR DIRECT SUPERVISOR FIRED!**



Engagement starts with **UNDERSTANDING**
what people want and the **CONNECTION**
between the Personal Life and the Business Life



THE NUMBER ONE LEADERSHIP SECRET ENGAGEMENT



Engagement: What is the Answer?

A leader that CARES

"People don't care how much you know until they know how much you care...about THEM." Zig Ziglar



Individuals who receive regular recognition and praise increase their productivity and stimulate increased engagement among their colleagues.

-Zig Ziglar





Recognition ideas

Chocolates

Post it Notes

Dinner

Tickets

Something special to the person



Leaders that care show it by getting three things right:

- 1. Build a solid FOUNDATION**
- 2. Focus on RELATIONSHIP**
- 3. Facilitate DREAMS**



A solid foundation has these ingredients:

Hiring the right person for the right position

**Providing clarity of purpose for the job role
and training them to do the job**

Providing the resources necessary to do the job



A great relationship has these ingredients:

Built on trust

Regular two-way communication

Generous with praise and recognition

"There are two things people want more than sex and money -- recognition and praise."

--[Mary Kay Ash](#)



Working for a Dream, not a Paycheck

Leaders who care help their team members achieve their goals and dreams.

Being successful on the job should mean that the team member is one step closer to his or her personal goals and dreams.

When someone comes to work every day to achieve their dreams, **AMAZING THINGS HAPPEN!**



**You don't build a business
- you build people -**



and then people build the business.
-Zig Ziglar

Ziglar.com

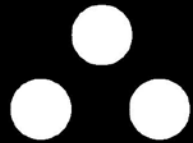


Bring it All Together

Dream Alignment



All Dreams Require Time and Money



Therefore,
the better you do in your job
the faster you achieve your dreams



**Dream Alignment is when
you Work for your Dream,
not a Paycheck**



**Dreams Become Reality
When you turn them into
Goals and Work on them
Every Day!**

What's Your Dream?



Dream Alignment Requires

The Right Person

The Right Relationships

The Right Process



10 Things Employees Want More Than a Raise

Making big money is often less important to employees than satisfying these basic needs.



1. To feel proud.

When asked what they do for a living, employees want to boast rather than apologize. They want the people they meet to be at least a little impressed, even if it's only because the employee has taken on a job that's generally thankless.



2. To be treated fairly.

While almost everyone realizes that life isn't fair, employees don't want the boss to make life more unfair than it already is. Employees hate favoritism. They expect the perks and promotions to go to the people who work hard, not the people who kiss butt.



3. To respect the boss.

Employees want respect *from* the boss, of course, but just as strong is the need to feel respect *for* the boss! Employees want to believe in that their boss is a leader who is worthy of their loyalty.



4. To be heard out.

Employees hate it when the boss doesn't have the time or the interest to listen to what they have to say. Employees don't expect the boss to always take their advice, but if the boss won't hear them out they (rightly) assume the boss doesn't care about them.



5. To have a personal life.

For many bosses (especially entrepreneurs) work is a way of life. Employees, however, usually think of friends and family as their "real" life. Even when they're committed to their job, they get twitchy when work keeps them away too much.



6. To be coached not micromanaged.

Employees want the boss's help when 1) they ask for it, or 2) they're floundering so badly they're afraid to ask for it. What employees don't want is to have the boss looking over their shoulder all the time.



7. To see the jerks get fired.

In almost every workplace there are one or two jerks who make life miserable for everybody. Almost more than anything else, employees want the boss to fire those jerks. If the boss doesn't, employees know he's either a weakling, a fool, or a jerk himself.



8. To feel less stress.

People hate the sense that they've got too much to do and not enough time to do it. Bosses must plan carefully, anticipate problems and set realistic goals, so that they don't accidentally and unnecessarily add stress to employees' lives.



9. To have a little security.

No sane employee expects lifetime employment. Even so, it's hard to concentrate when you feel as if a sword is hanging over your head. Employees want to know that they're not wasting their time when they're giving you their best.



10. To beat the competition.

Finally, never underestimate the power of teamwork, especially when teamwork means grinding the other team into the dust. Employees don't want to be team players; they want to play on the *winning* team.



**MOTIVATION
NEEDS TO BE
A PART OF
YOUR OWN LIFE
FOR YOU TO BE
EFFECTIVE IN
CONVEYING IT
TO OTHER PEOPLE.**

- ZIG ZIGLAR

ZIGLAR.COM



Remember where we are going.

This is where we are now.

This is what we need to do.

And this is why I believe
together we can do it.



People often say
that motivation
doesn't last. Well,
neither does
bathing.
That's why we
recommend it daily!

- Zig Ziglar

SuccessGroove.com



Thank You!