



STEINBRECHER  
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## **5 Step Leadership Plan to Increase Employee Morale and Productivity**

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# Poll 1

**In challenging times, what is the most important thing leaders can do to maximize productivity and morale?**



# Company Challenges

- Mainstream media leads to fear about recession
- Organizations risk losing the trust of workforce
- Employees can become distracted from focus of company vision to fear about job security
- Leads to resentment and personal survival therefore limited creativity and innovation



# Company Reaction

- One of three ways:
  - Stay with status quo



# Company Reaction

- One of three ways:
  - Stay with status quo
  - Bull in china shop



# Company Reaction

- One of three ways:
  - Stay with status quo
  - Bull in china shop
  - Seen as opportunity to strengthen business



## What a Company Can Do

- Instead of viewing in negative light use as a means to pounce on emerging trends
- Shore up the business so perfectly positioned when in recovery

# Five Step Plan to Increase Morale and Productivity

- 1) Prepare leaders
- 2) Test the climate
- 3) Employee communication
- 4) Show appreciation and reward
- 5) Engage your customer

# Step 1: Prepare Leaders

Recent study indicated employees reporting to stressed managers were:

3 times more likely to be disengaged

33% more likely to be frustrated with organization's system and processes

12% less likely to remain with the company

13% less likely to be innovative

## Step 1 cont.

- If executives are calm in stormy times so will the employees
- Must help managers to deal with their stress
- If manager worried for their job this will transfer down
- Teach managers how to talk to employees, allow for emotion and venting, frustration and guilt. Show compassion.
- Senior may need to take bold steps
  - Take a pay cut and publicize this
  - Do the right thing

## Poll 2

**What tools do you currently use to gauge employee morale and attitude?**



## Step 2: Test the Climate of the Organization

Get a handle on how employees are really feeling - don't assume

Round tables

Surveys

1 on 1 with managers

Leverage social media

Company Intranet

LinkedIn

twitter

You Tube

## **Step 3: Employee Communication**

- Have open dialogue with employees about the state of the organization
- Transparency is important
- Breakfast with the boss, roundtable discussions
- Ask how they are feeling, concerns allow for emotion and show compassion

## **Step 3: Employee Communication**

- Map out the plan and strategy for recovery
- Show hope and belief that all will be well
- Ask for their ideas, on line surveys, meetings etc
- Share what the business is doing to be competitive
- Help them adopt the attitude what is good for the company is good for me

## Poll 3

**How do you recognize and reward employees?**



## **Step 4: Show Appreciation and Reward Employees**

- Find out what is perceived value to them
- Publicize employee contributions
- Share completion of milestones and celebrate
- Do potluck types of luncheons

## **Step 4: Show Appreciation and Reward Employees**

- Bring in speakers for a brown bag lunch
- Hand written thank you notes or letters
- Broadcast through email employee contributions
- Incent employees for best idea

## **Step 5: Engage your Clients**

- Actively communicate with clients to assess their economical impact
- Obtain information about what your clients plan to do
- Now's the time to deepen the relationship
- Volunteer services for trade or complimentary- we are in this together

## **Step 5: Engage your Clients**

- Ask clients how you can support them
- Form strategic alliances with other companies and support each other
- Inform your clients what your company is doing

# Questions and Answers



# Final Poll

**What webinar(s) would you be interested in attending?**





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**Thank You**

**Slides from this presentation are  
available under Free Resources –  
Tips, Tools and Templates at  
[www.Steinbrecher.com](http://www.Steinbrecher.com)**