



STEINBRECHER
AND ASSOCIATES, INC.



5 Step Leadership Plan to Increase Employee Morale and Productivity

Susan Steinbrecher
Steinbrecher And Associates, Inc.

www.Steinbrecher.com

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?





STEINBRECHER
AND ASSOCIATES, INC.



Thank You

**Slides from this presentation are
available under Free Resources –
Tips, Tools and Templates at
www.Steinbrecher.com**