



DISCOVER  
THE KEY TO  
ENGAGEMENT

PLUS 3 HARD REALITIES  
FOR HR PROFESSIONALS



## MAKE SOLID PLANS

...Or nothing will change!

**Few leaders are taught the science behind engagement however everyone is aware of the Statistics:**

Actively disengaged employees (24%) outnumber engaged employees (13%) by nearly 2-to-1, according to Gallup – implying that at the global level, work is more often a source of frustration than fulfillment.

There are however no stats for leaders and how skilled they are at engagement but suffice it to say that **a disturbingly high percentage of leaders**

**around the world are not meeting the needs of their employees**, although most of them believe they are doing their jobs well and don't see the need for change.

**Without any means to measure engagement accurately**, no one can tell if things are really getting better.

If managers don't understand what drives engagement nor the effect of their behavior on their team's engagement, then they won't be able to accurately assess their own impact.

Those leaders who identify this as a challenge are often afraid to ask for help, **for fear of appearing weak or ineffectual**.



## CONSISTENTLY LOW ENGAGEMENT CAN HAVE A NEGATIVE EFFECT ON COMPANY SUCCESS

Teams with low engagement are less productive, less profitable and less likely to be loyal. This lack of loyalty to the company can cause turnover, which can **cost businesses approximately 1.5 times the annual salary of every person who quits.**

Obviously, the fewer poorly motivated teams and the more engaged teams a business has, the better.

**Compared with disengaged teams, engaged teams show 24% to 59% less turnover, 10% higher customer ratings, 21% greater profitability, 17% higher productivity, 28% less shrinkage, 70% fewer safety incidents and 41% less absenteeism.**

## 3 HARD REALITIES FOR HR PROFESSIONALS

JESSICA HIGGINS, JD, COO  
CAPINGVOID CULTURE DESIGN  
GROUP

As someone who works in behavior change for a living, I would like to help you take a fresh approach that you may have not previously considered.

**If you're in the middle of an HR fiasco now, don't run out for a glass of wine just yet.**

Here are three challenges (or hard realities) you could currently be facing or are likely to face as an HR professional—and how you can persevere.





## 1. YOU'VE GOT A TEAM THAT JUST WON'T ACT LIKE ONE

**The “right” team can drive even the nicest individuals within it completely nuts.**

Forming a team by skillset alone has a likely chance of giving this result. But, forming a team by skillset and personality assessments, as many HR professionals are moving to now, can have an even more deleterious effects. Neither is an effective solution alone.

Personality assessments are a fun way to put people into category boxes and understand character strengths. Fun yes—but useful? Not if you want a really great outcome. A bunch of nodding heads do not an innovation make. Abandon safety and embrace the chaos.

Creating the right context where teams can thrive involves two basics: (1) a common goal and (2) the social constructs to keep everyone inside the bounds.

You don't see a football coach training the players to not walk off the field. They're inspired to do so. My point is that a thriving context for teamwork cannot be dictated, it must be inspired.



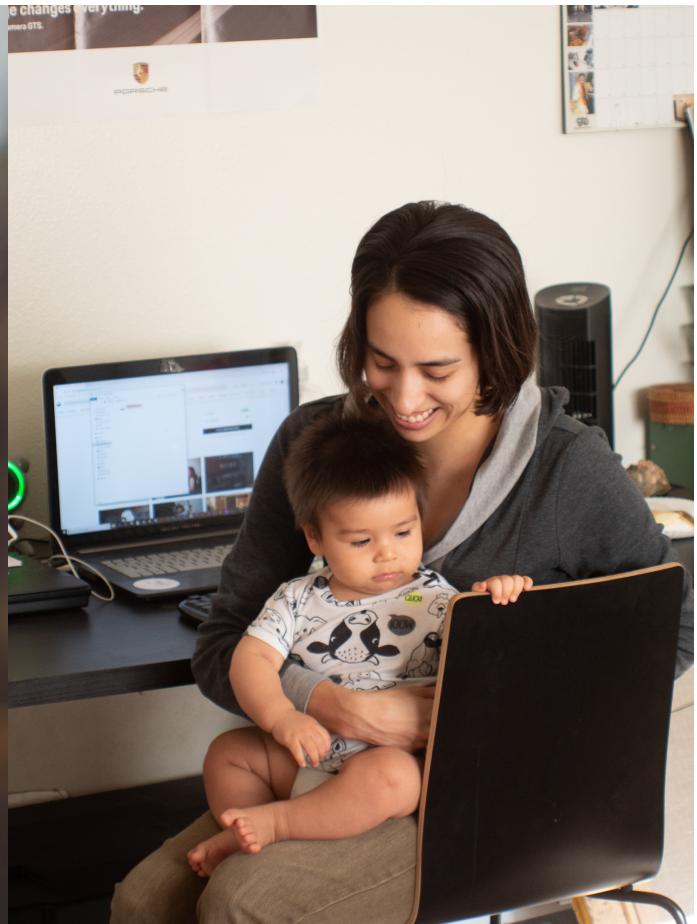
## 2. YOU'RE DEALING WITH A SOLO "A-PLAYER"— AKA "A BRILLIANT JERK"

Many businesses these days are writing and speaking about why not to hire brilliant jerks. You can take the easy path like them, but I would argue that achieving greatness from mediocre friendly folks is a far harder task (I speak from experience).

From my work in tech consulting (with Microsoft, VMware and many others) I can tell you that A players are your best asset if you manage them correctly. You can't create a rule system around them.

It is their DNA not to follow the status quo; and that includes your policies.

Instead, create a belief system around them that guides them to do the right thing. This age-old practice of guiding vision and mission was forged for A players, and is where great outcomes are achieved from even teams of difficult smart jerks.



### **3. THE WORLD OF WORK HAS CHANGED, AND THE BEST PRACTICES HAVEN'T CAUGHT UP**

Part of your job now is not only to empathize with our 24/7 “always on” work culture, but to create the tools to keep your workforce surviving and thriving.

Design for experience with your employees and give them the ideas that will help them excel.

One example is to rethink your company strategy.

Transcend the money and performance speak, and create some meaningful touch-points that get people excited.

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“



## I'M GISELLE AND I'VE ALWAYS BEEN FASCINATED BY PEOPLE PERFORMANCE.

I'm particularly intrigued by performance here in Trinidad and Tobago because of how much negative comments I hear regarding service, our inability to follow rules and the general hopelessness that we have about life in general.

Social media has given many a platform from which to preach from but I am tired of just talking about the ills and issues.

I feel strongly that I can make a difference, one company at a time, and I intend to do just that!

I was listening to our National Anthem the other day. We all know the words yet on that particular day, it was as if I was hearing it for the first time especially the first three lines:

Forged from the love of liberty  
In the fires of hope and prayer  
With boundless faith in our destiny...

**We all have a right to enjoy freedom to be who we are and to contribute in a way that benefits ALL!**

We must believe in the power of possibility or else what's the point?

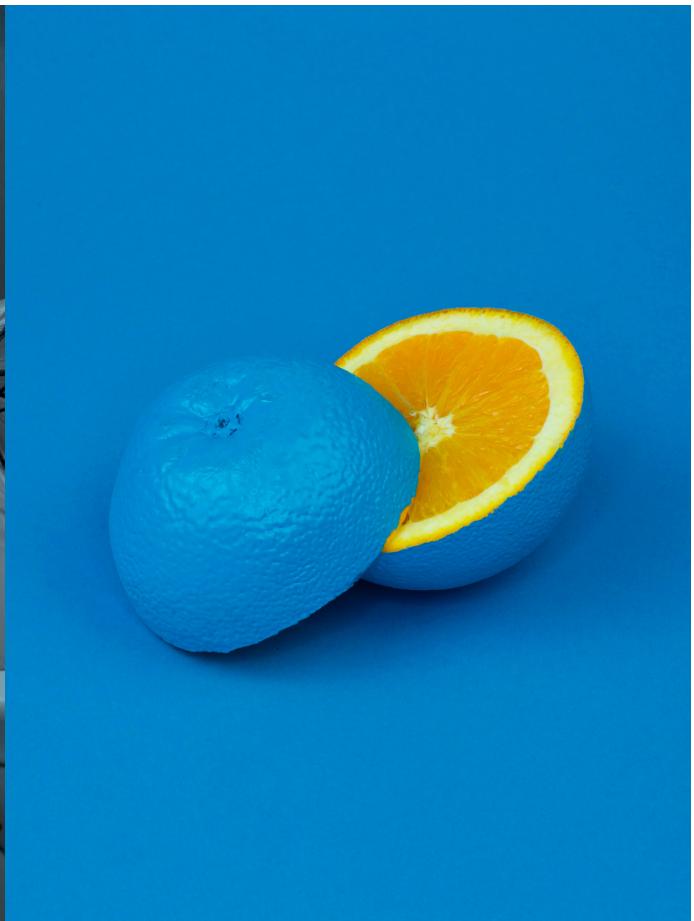


## A POSSIBLE SOLUTION FOR YOU TO EXPLORE

We are a twin-island filled with creative geniuses and I am going to lead the way in helping you to see the genius, first in yourself, and subsequently in those fortunate souls you have the privilege of leading on a daily basis.

The MCODE® (Motivational Code) is a narrative tool for self discovery. MCODE® is derived from SIMA® (System for Identifying Motivated Abilities), an assessment process that is profoundly powerful at identifying ones unique pattern of motivated behavior, **backed by over 50 years of empirical research.**

Science shows us that if people understand what motivates them, they can use that information to shape behavior and achieve better outcomes.



# BUILD CUSTOM TAILORED COACHING STRATEGIES AND HELP YOUR EMPLOYEES EXPERIENCE FOUNDATIONAL SELF-AWARENESS

Different levels of a person is revealed by different assessments.

Established skills and knowledge are fairly easy to identify because they are on the surface of the person and readily expressed. People are generally aware of their values and concept of self but sometimes keep these hidden. They are a bit harder to assess.

**Deeper still are motivations at the heart of each person.** It is such an instinctive way of a person's being in the world that they are often difficult to articulate and to assess.

MCODE reveals the heart of a person through the power of story as he/she narrates important memories in their life.



## WHO IS IT FOR?

**EXECUTIVES** - who want to perform at a higher level yet feel blocked. MCODE will help them identify and leverage their core motivations to achieve breakthrough and full potential.

**TEAMS** - Work through conflict and build strong teams by helping members embrace each other's motivational differences.

**CAREER** - Career paths that honor a person's innate drives bring true fulfillment. MCODE provides a compass for choosing the right path.

**LEADERSHIP** - We need authentic leaders. MCODE enables leaders to expand their influence in ways that come naturally to them. Through MCODE they can be true to themselves as they build their careers.



## HOW IT WORKS?



**STEP ONE** - a customer link will be sent to you or to one of your employees to take the assessment.



**STEP TWO** - you will be required to give 3 story overviews and rate motivational statements for each story.



**STEP THREE** - MCODE scientifically identifies your motivations



**STEP FOUR** - a comprehensive report is delivered straight to your inbox.



**STEP FIVE** - Coaching packages are available including if you want to learn how to provide motivational feedback to your staff.

# Take The Guesswork Out of Employee Engagement

Discover what drives your team members, and improve collaboration, cohesion, and employee engagement.

CONTACT US



As a certified Motivation Code™ coach, **(the only one to date in Trinidad and Tobago and the wider Caribbean)** Giselle supports your personal and professional growth by:

- Providing the Motivation Code assessment to reveal the unique inner drive that fuels your best work and informs your life path.
- Guiding a one-to-one impact coaching session to help you understand your Motivation Code at a much deeper level, so you can confidently align your next steps with your motivation.

**MCODE can be used effectively to support the following:**

- Executive coaching and management development
- Enhancing team relationships and performance
- Resolving performance problems
- Resolving conflicts between people
- When considering retirement
- Succession Planning
- Success Profiling

**Contact Giselle to learn how MCODE can work for you and your team**

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**UNLOCK THE POWER OF OVER 50 YEARS OF RESEARCH INTO OVER A MILLION ACHIEVEMENT STORIES.**

