

Contented Cows

Give Better Milk



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certified speaking professional



@contentedcows

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PREMISE

**Creating a focused,
engaged, and capably led
workforce is one of the best
things you can do for your**

BOTTOM LINE.

REPUTATION

Recruits

REALITY

Retains

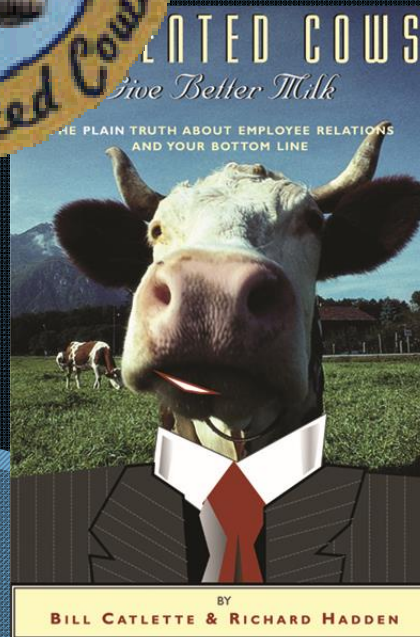
LEADERSHIP MATTERS

Leadership

the earned consent
of followers

ASSIGNMENT

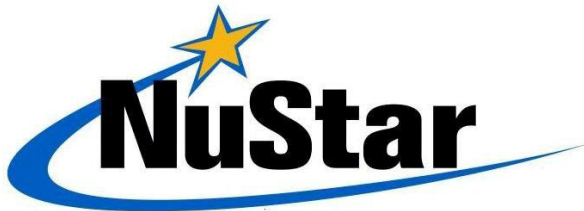
- Make leadership a primary qualification for every person in a management role.



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.....
GENERAL MILLS



Publix

Google



Contented Cows

STANDARD
& POOR'S

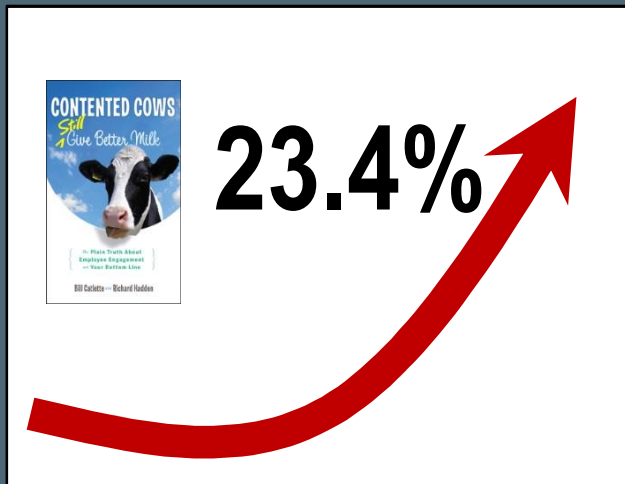
+9.7%

B\$70

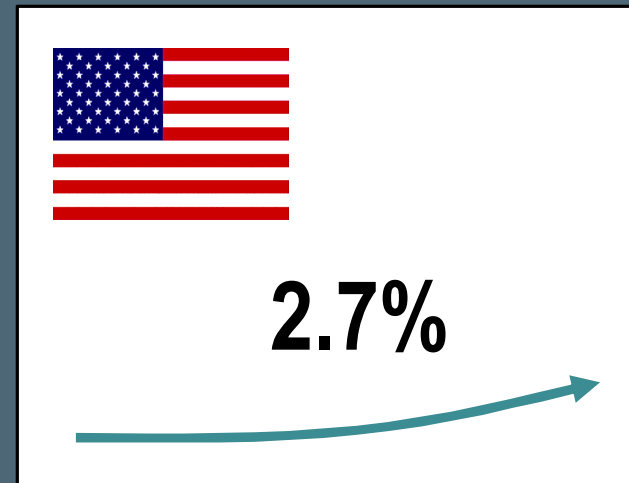


wealth
premium

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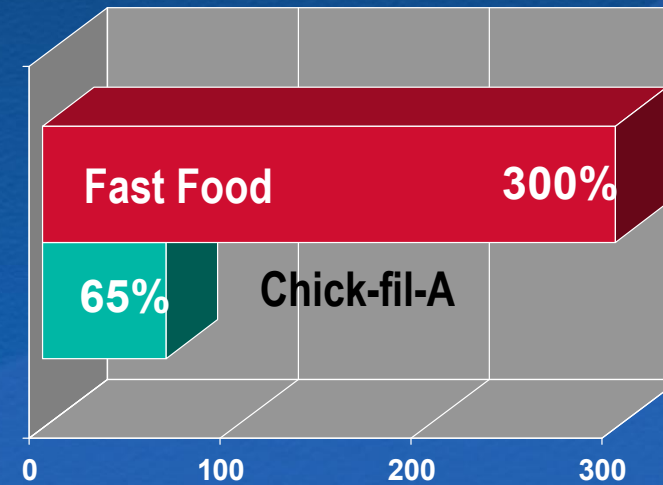
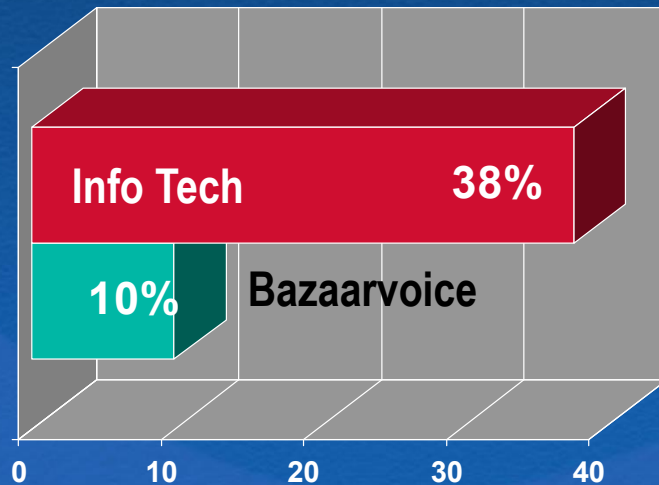
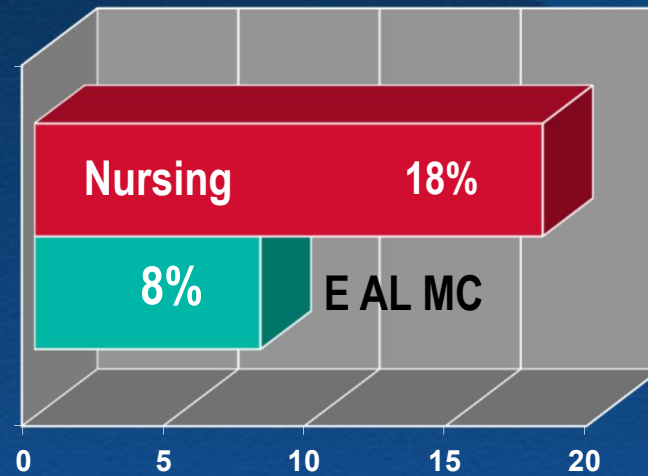
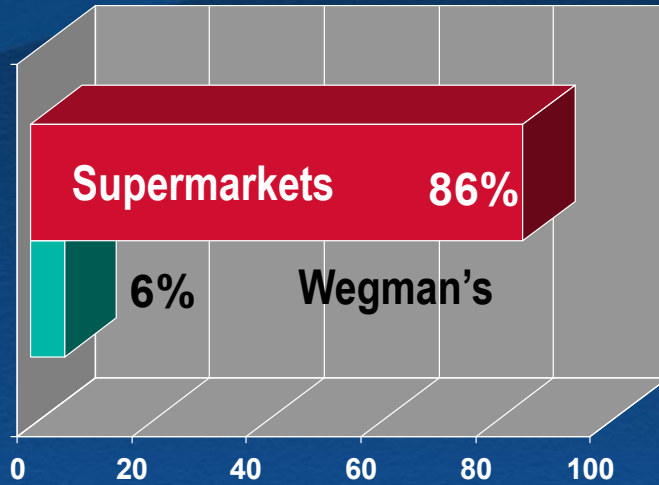


Revenue



GDP

Turnover



Contented Cows

- // Grow faster
- // More productive and profitable
- // Increased Employee Engagement
- // Lower turnover
- // Recruit more talented employees
- // Create more wealth

Personal Capability

- Minimum Requirements

DISCRETIONARY EFFORT

Engagement

1. What is it?
2. What good is it?
3. How do I get it?

**Engagement is
a conscious**

DECISION

Work is contractual

Engagement is

PERSONAL

Extra Miler – Philip Omayra



Wegmans
helping you make great meals easy

ASSIGNMENT

- Regularly conduct a comprehensive Employee Engagement Survey. Make it part of your business metrics.

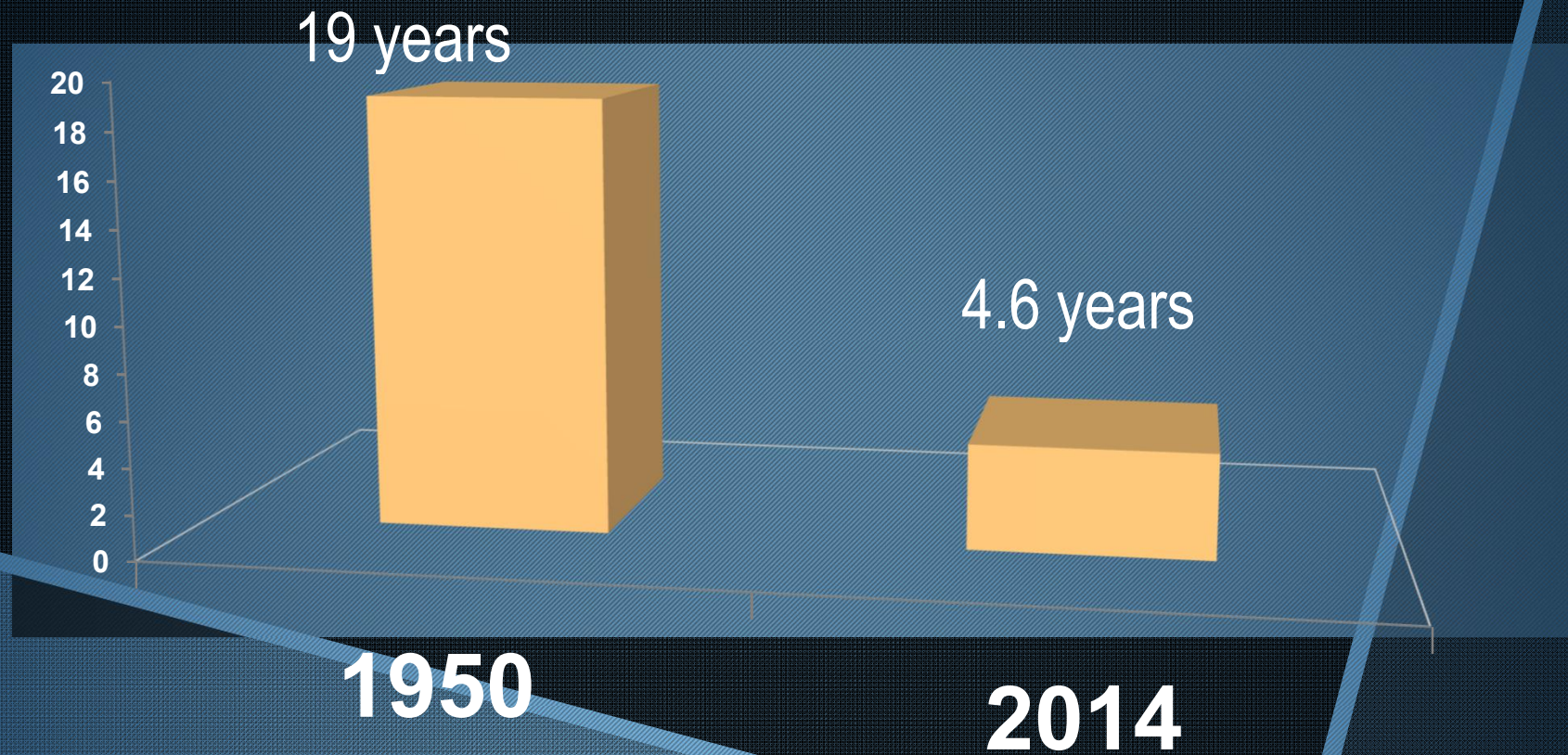
Engagement Drivers

1. **Meaningful work**
2. **Caring, authentic leadership**
3. **Growth & development**
4. **Appreciation**
5. **Autonomy**

“The thing that makes it work is that it really is part of the culture, it’s not just a bunch of programs.”

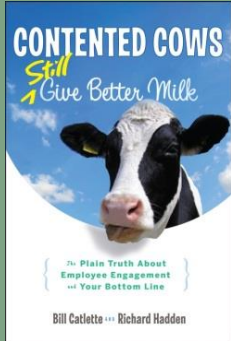
Sarah Meyerrose, 1st TN Bank

Average U.S. Job Tenure



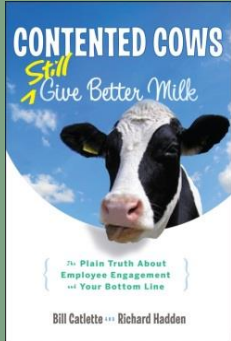
**“We don’t marry our
jobs...”**

We’re just dating.”



Contented Cows Are

- Committed
- Enabled
- Cared About



Contented Cows Are

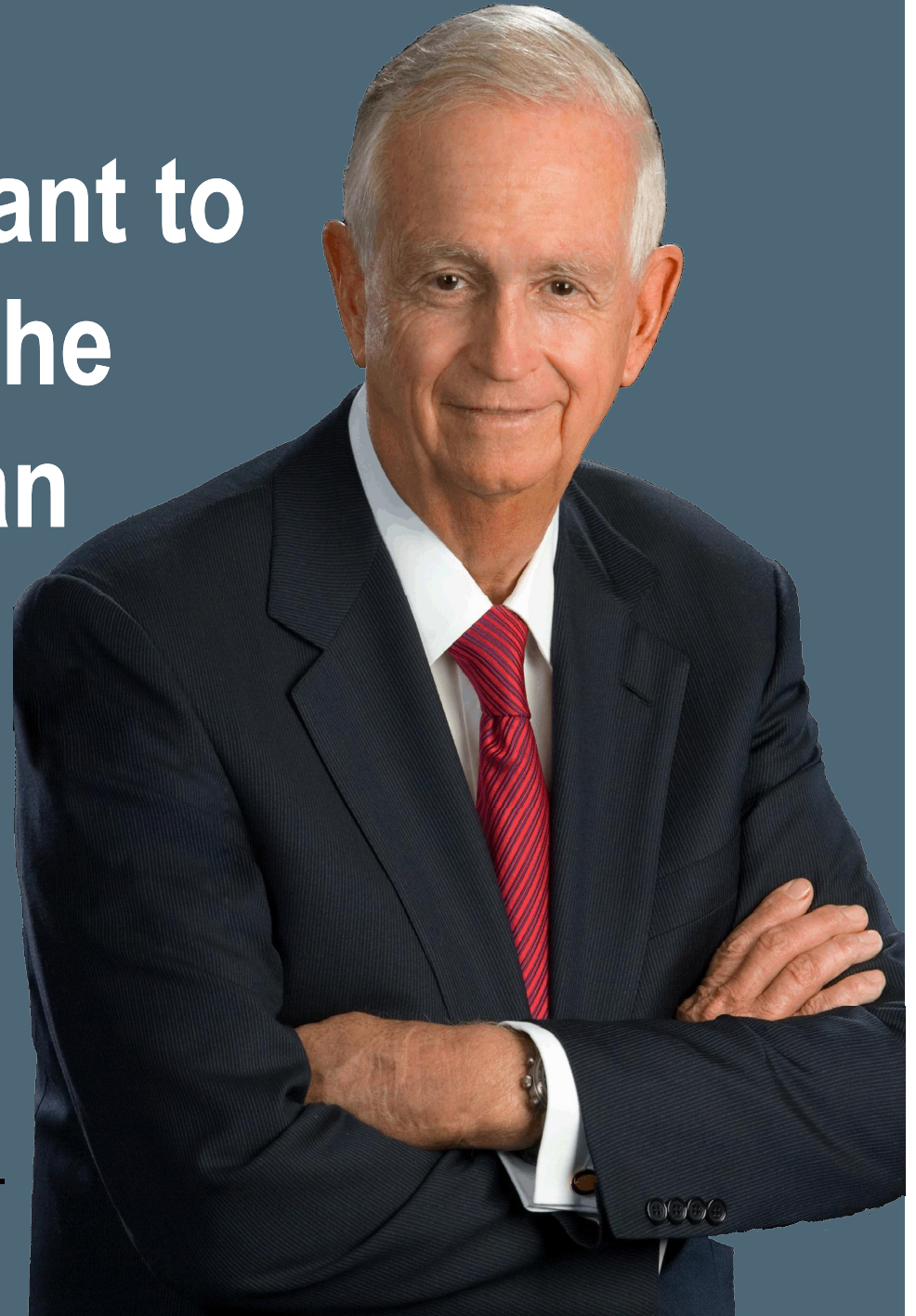
● Committed

ASSIGNMENT

- Hire for FIT.

**“It’s more important to
hire people with the
right qualities than
with specific
experience.”**

Bill Marriott



ASSIGNMENT

- Identify the non-technical fit requirements at your company

ASSIGNMENT

- **NEVER** stop
recruiting

ASSIGNMENT

- Harness the power of social media





"Don't expect any work/life balance."



Former Employee - Anonymous Employee in Stamford, CT

 Doesn't Recommend

I worked at  Construction full-time (More than 5 years)

Pros

Decent pay. A few standout coworkers that make the work day a bit more bearable.

Cons

Narcissism. Racism. Low ethical standards.

Helpful

F

Your trust is our top concern, so companies can't alter or remove reviews.



10 Employee Reviews

Sort: **Popular** | [Rating](#) | [Date](#)

Aug 18, 2015



"Trust"



Current Employee - Project Engineer in Corvallis, OR

☒ Recommends

☒ Positive Outlook

I have been working at Fortis Construction-Oregon full-time (Less than a year)

Pros

Fortis is a quickly growing construction company that is committed to their core ideology and echoes that ideology through their employees. Fortis embodies the "Work Hard, Play Hard" motto as do their competitors but truly makes their mark by having each and every employee bought-in to going the extra mile for each other, the client, and ourselves; as Fortis puts it: Make an Impact. The biggest pro of Fortis is the personal accountability Fortis entrusts in each of their employees, we work hard, but it is understood that life takes priority over work.

[Show Less](#)

Cons

Technical support for smaller jobs is lacking, very long hours at times.

Advice to Management

Continue to invest in the employees as the company continues to grow. Continue to learn from successful businesses in and out of the construction industry to keep employees motivated and engaged.

Helpful



ASSIGNMENT

- Know how you look on [glassdoor.com](https://www.glassdoor.com) and [vault.com](https://www.vault.com).

ASSIGNMENT

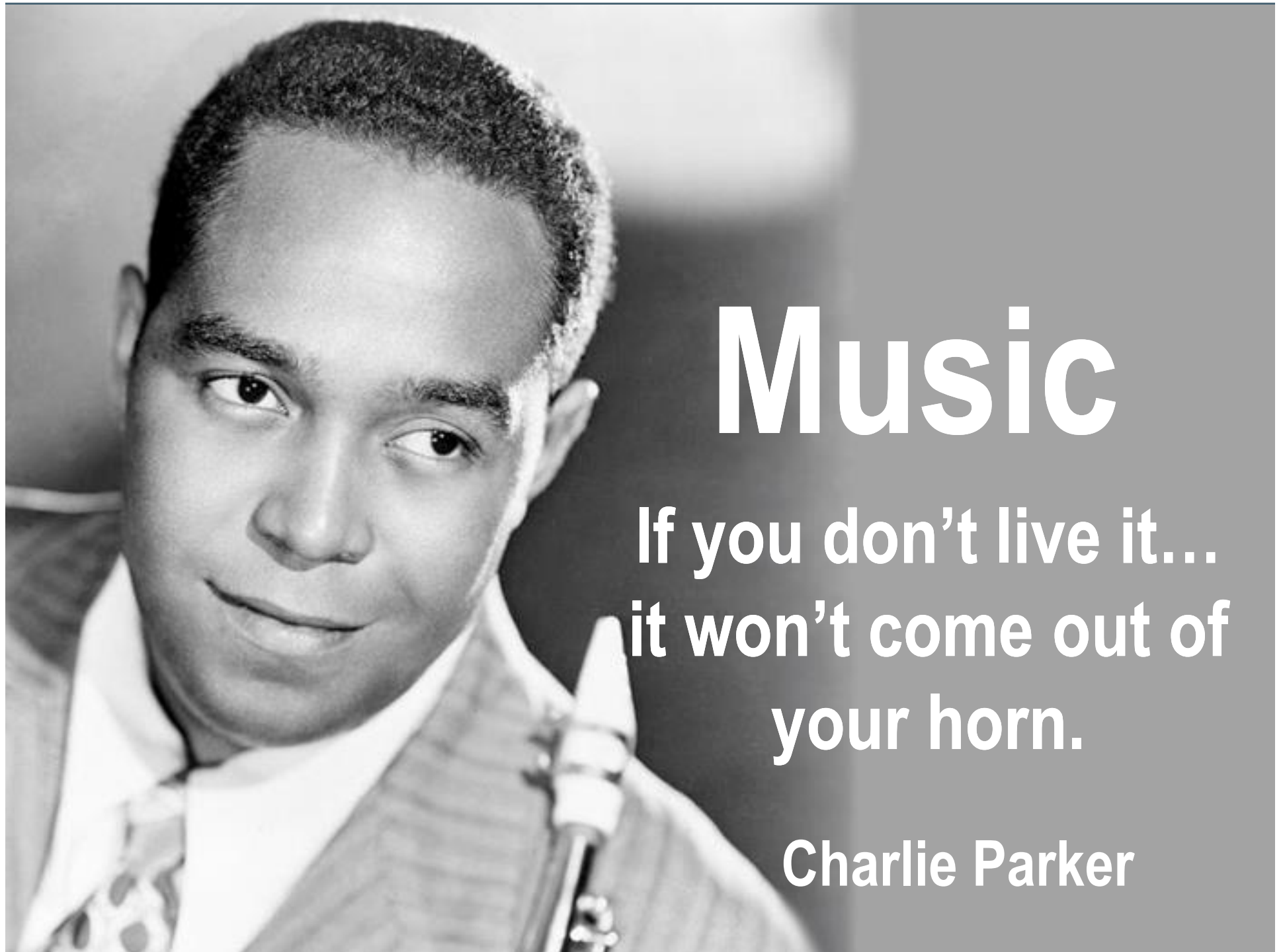
- Define your mission.

"Our mission is to maximize shareholder value and satisfy our customers' needs, while providing our employees a rewarding and productive work environment and conducting our affairs responsibly in the community.

We will accomplish this mission by creating a corporate vision of successful growth, by carefully managing our assets and by integrating our businesses through effective planning and allocation of resources."



**WE
SELL
CHICKEN**



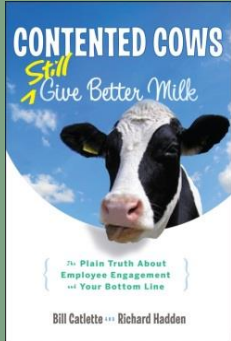
Music

If you don't live it...
it won't come out of
your horn.

Charlie Parker

ASSIGNMENT

- Ask 5-6 employees:
“What are our top 3
business priorities?”



Contented Cows Are

- Committed
- Enabled

ASSIGNMENT

- Refamiliarize yourself with the value of employee training.

ASSIGNMENT

- Provide regular coaching and feedback.

7 Simple Questions

1. How do you think you're doing?
2. 1 thing you could do better?
3. What help do you need?
4. 1 thing others could do better?
5. 1 thing you like most working here?
6. 1 thing you like least?
7. If you were me, 1 thing you'd do differently?





ASSIGNMENT

- Show them how their work matters.

ASSIGNMENT

- Make sure people have what they **need.**

A close-up photograph of Peter Drucker, an elderly man with glasses, wearing a dark suit, white shirt, and a patterned tie. He is looking slightly to the right with a serious expression. His hands are clasped together in front of him. The background is blurred green foliage.

Peter Drucker

“90% of what we call management consists of making it difficult for people to get things done.”

ASSIGNMENT

- Today – eliminate one utterly stupid policy, procedure, system, or habit under your control that hampers the flawless execution of your mission.

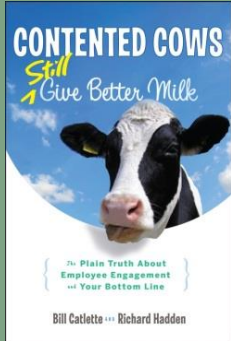
ASSIGNMENT

- Define jobs in terms of

outcomes

Not just

activities



Contented Cows Are

- Committed
- Enabled
- Cared About

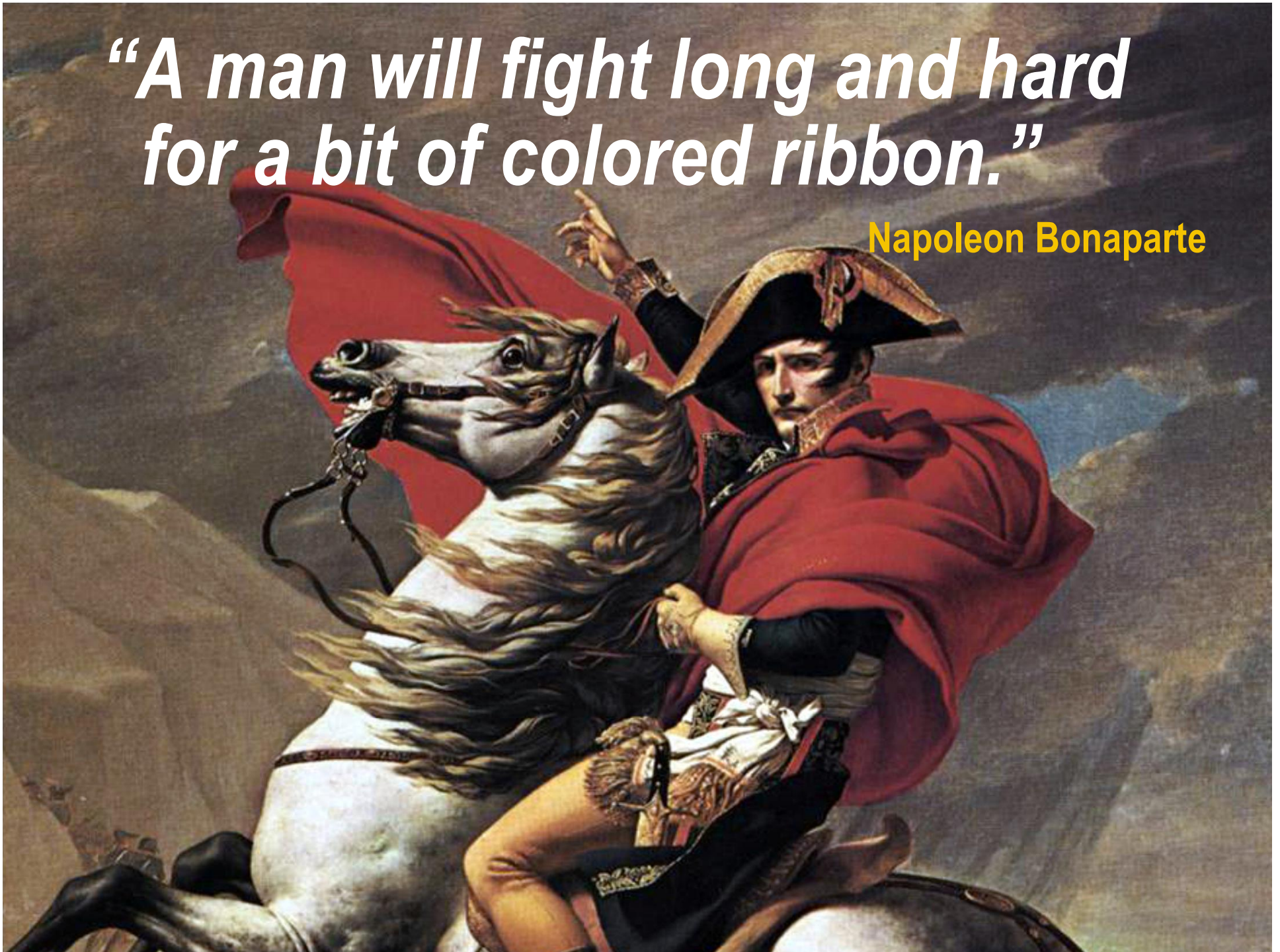
If you care, you...

“ Tell the truth

“ Say “thank you” a lot

***“A man will fight long and hard
for a bit of colored ribbon.”***

Napoleon Bonaparte



ONE SIZE

FITS

ONE

ASSIGNMENT

- Send handwritten thank you notes.

ASSIGNMENT

- Flexible work hours
- Surprise time off
- Friday blowout

ASSIGNMENT

- Acknowledge birthdays, anniversaries, special accomplishments, etc, of your employees, and their family members.

ASSIGNMENT

- Find out spouse/partner's favorite restaurant – send them there.

ASSIGNMENT

- Managers car wash
- Volunteer for dirty work

If you care, you...

- “ Tell the truth**
- “ Say “thank you” a lot**
- “ “Sit on the footlocker”**

Eleven questions

- 1. What is your name? (I'm not kidding.)**
- 2. What are you really good at, at work?
Outside of work?**
- 3. What do you do for fun, at work? Outside
of work? (Be careful 😊)**
- 4. What are you lousy at?**
- 5. What would you like to do better at work?**
- 6. What are a couple of your strongest
passions?**

- 7. How do you get to work each day? Do you drive? Alone, or with others? Some other form of transportation? How long does it take?**
- 8. Has there been some powerful life experience, good or bad, which impacts your approach to your work? (No need to go into detail, and if there isn't one, that's OK).**
- 9. Who and what is most important to you, outside of work? (No need to pry.)**
- 10. Is there something in particular about you, or your life experience, that especially suits you to serve some need in your work?**
- 11. What are you having trouble with at work, that you could use someone's help with?**

Work is contractual

Engagement is

PERSONAL

ASSIGNMENT

- Feed the troops

FIRST