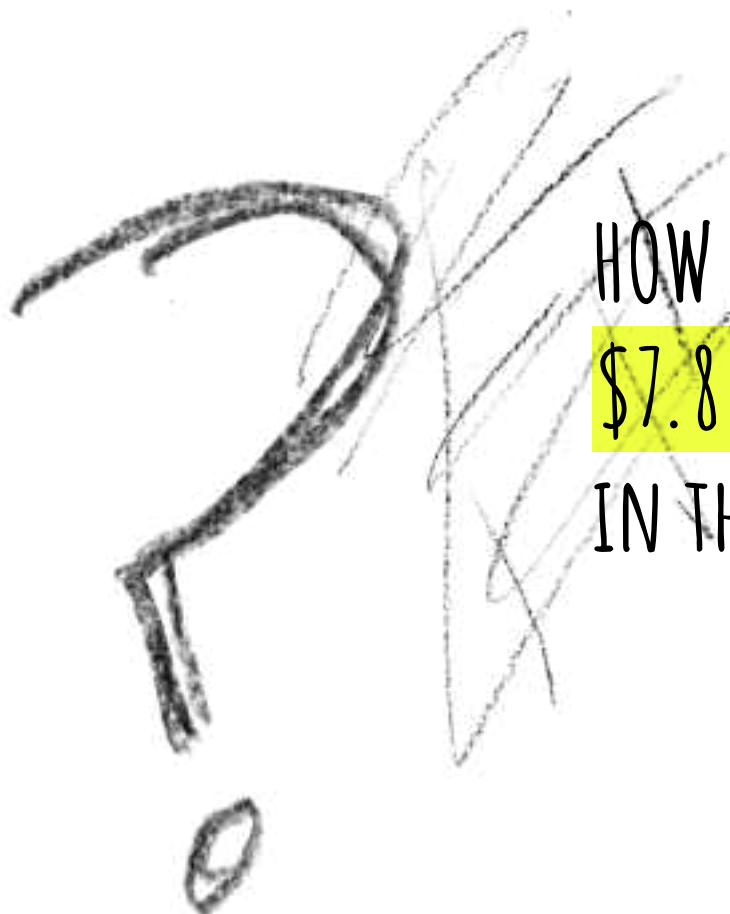




RE-RECRUITING YOUR TEAM DAILY

DEVELOPING AND MAINTAINING A
BEST-IN-CLASS CULTURE

BY: DR. ANDRÉ MARTIN



HOW DID WE GET TO A PLACE WHERE THERE IS
\$7.8 TRILLION DOLLARS OF LOST PRODUCTIVITY
IN THE WORKPLACE?

(GALLUP, 2022 STATE OF THE WORKPLACE)

7.8 TRILLION IN CONTEXT !

GDP OF
FRANCE
\$2.6T

3X

BERKSHIRE HATHAWAY
MARKET CAP
\$593B

13X

CAESARS 2021
REVENUE
\$2.6B

3,038X

AND THAT IS NOT ALL

31% OF EMPLOYEES
QUIT THEIR JOBS IN
THE FIRST 6 MTHS

-BAMBOOHR

65% OF EMPLOYEES
WERE LOOKING FOR
A NEW JOB IN 2020

-PWC

40% OF EMPLOYEES
FELT ISOLATED AT
WORK

-EY

83% OF EMPLOYEES
SUFFER FROM WORK
RELATED STRESS

-STRESS.ORG

32% OF EMPLOYEES
ARE FULLY ENGAGED
AT WORK

-GALLUP

I THOUGHT IT HAD TO BE

DUE TO...

GOOD

VERSUS

BAD

CULTURE?



SO I STARTED ASKING AROUND AND

REALIZED IT MIGHT BE SOMETHING ELSE...

I THOUGHT IT HAD TO BE

DUE TO...



SO I STARTED ASKING AROUND AND
REALIZED IT MIGHT BE SOMETHING ELSE...

GOOD

VERSUS

BAD

CULTURE ?

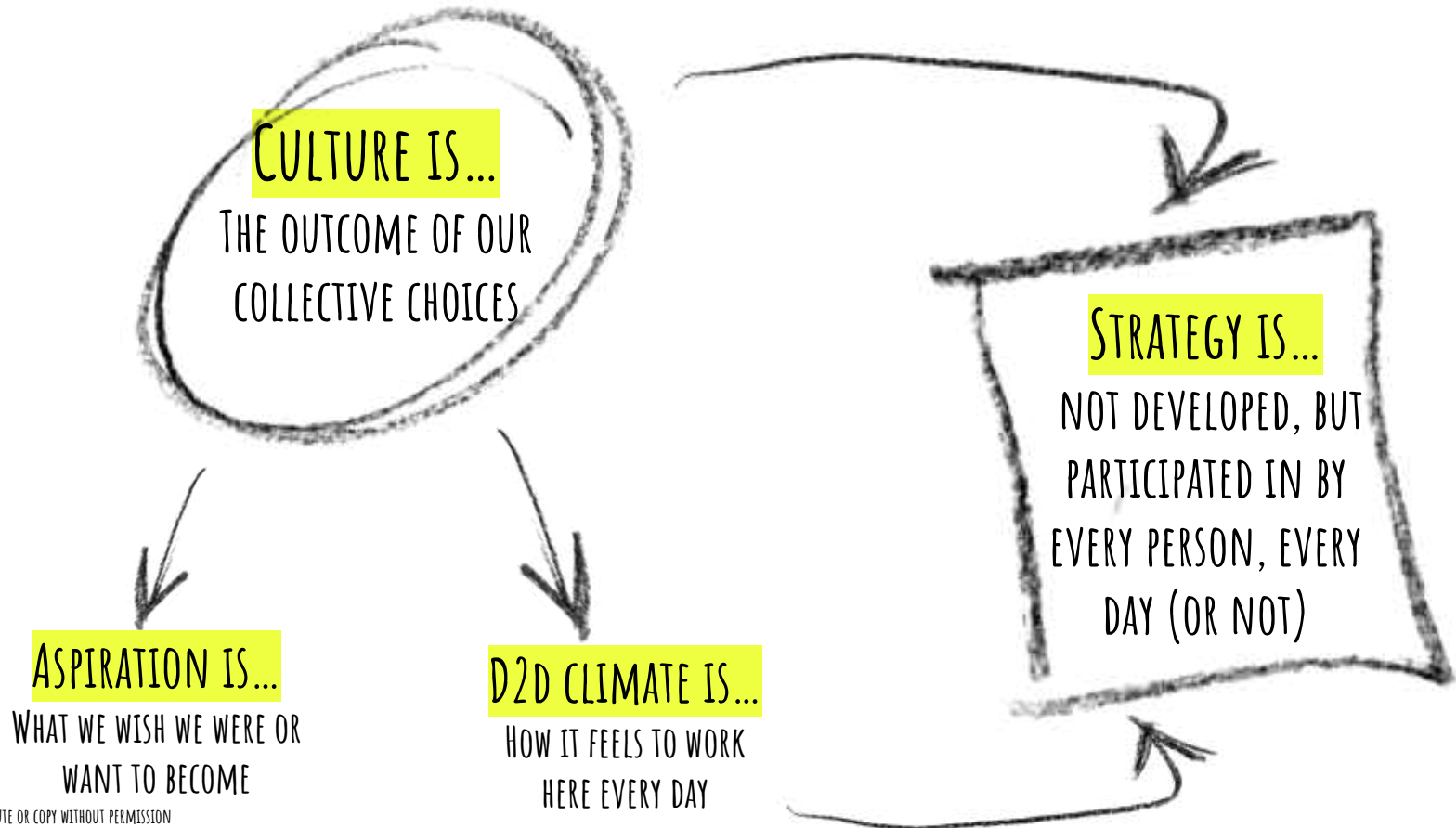
RIGHT VERSUS

WRONG

FIT !



A QUICK SIDEBAR ON CULTURE + STRATEGY





50 INTERVIEWS,
50 LEADERS



WHAT WAS YOUR
'RIGHT FIT' WORK
EXPERIENCE?

WHAT WAS YOUR
'**WRONG FIT**' WORK
EXPERIENCE?

SO, WHAT DOES "FIT" MEAN REALLY...

'RIGHT FIT'

I DIDN'T WORRY ABOUT THE CLOTHES HE WAS WEARING, THAT RELATIONSHIPS FORMED FASTER, I FELT MORE COMFORTABLE MORE DAYS AND HE LAUGHED EARLY ON. - INTERVIEWEE

YOU ARE PUTTING IN THE HOURS, BUT IT DOESN'T FEEL LIKE WORK. -INTERVIEWEE

FELT LIKE BEING EXCITED TO SHOW UP FOR WORK EVERY DAY. IT FELT LIKE HOME. -INTERVIEWEE

I NEVER HAD THE 'SUNDAY BLUES.' -INTERVIEWEE

I COULD PRACTICE MY CRAFT. PERIOD. -INTERVIEWEE

'WRONG FIT'

IT FELT LIKE I WAS ON A FERRIS WHEEL. THE WORK NEVER ENDED AND DIDN'T REALLY FEEL LIKE WE WERE GOING ANYWHERE. -INTERVIEWEE

IT WAS LIKE BEING PUNCHED IN THE FACE EVERY DAY IN A DIFFERENT WAY. -INTERVIEWEE

IT WAS IMPACTING MY RELATIONSHIPS, MY MENTAL HEALTH. I JUST DIDN'T WANT TO GO TO WORK. -INTERVIEWEE

EVERYONE HAS A SECRET DECODER RING FOR SUCCESS, EXCEPT FOR ME. -INTERVIEWEE

SO, WHAT DID WE LEARN, WELL...

DOMINANT
HAND

=

RIGHT
FIT

OTHER
HAND
=



**WRONG
FIT**



(HIGHER STRESS, LOWER QUALITY, MORE
EFFORT, LESS CONFIDENT)

SO, WHAT DID WE LEARN, WELL...

RIGHT FIT IS BUILT
ON...

**BELOW
THE LINE**

CRAFT

PURPOSE
VALUES

MANAGER/TEAM

HOW WE DO WORK

...AND, IT IS NOT
FITTING IN

ARE YOU HIRING,
ONBOARDING, AND
RE-RERECRUITING TALENT TO
THE WAY YOUR COMPANY
WORKS ?



I BE CLEAR ABOUT YOUR WAY OF WORKING

HOW DO YOU LIKE TO...

MAKE DECISIONS?
SOLVE PROBLEMS/MANAGE PROJECTS?
SOCIALIZE IDEAS?
GET FEEDBACK?
HAVE YOUR PERFORMANCE ASSESSED?
RESOLVE CONFLICT OR BREAK TIES?

BE DEVELOPED?
BE RECOGNIZED/CELEBRATED?
HAVE INFORMATION FLOW?
SOCIALIZE AT WORK?
MANAGE YOUR RELATIONSHIP WITH TIME?
REST AND RECOVER?
BUILD RELATIONSHIPS?

I BE CLEAR ABOUT YOUR WAY OF WORKING



THESE ARE NORMS FOR
"TEAMING" OR HOW WE
WANT WORK TO FEEL

EX: THE CONSUMER DECIDES
EX: ASYNCHRONOUS FIRST, ALWAYS
EX: WE WORK IN FULL SENTENCES



THE METHODS, TOOLS,
APPROACHES FOR HOW
WORK GETS DONE

EX: USE DESIGN THINKING
EX: CREATE IN AGILE
EX: BRIEF IN 2 PAGE MEMOS



THE TECH STACK THAT
ENABLES (OR NOT) THE
PRINCIPLES+PRACTICES

EX: MIRA
EX: BASECAMP
EX: GOOGLE SUITE

2 CREATE AN "AUTHENTICALLY YOU" FIRST IMPRESSION

LESS OF THIS

FLASHY EMPLOYEE BRANDS
"NETFLIX-ESQUE" CULTURE DECKS
CAREFULLY CRAFTED STORYTELLING
BEST BEHAVIOR INTERVIEWING
BEST PLACE TO WORK RANKINGS
PING PONG TABLES
PERKS FOR PERKS SAKE

MORE OF THIS*

WHY THE WORLD IS BETTER WITH US
HOW WE MAKE MONEY
WHAT WE ACTUALLY VALUE
HOW WE LIKE TO WORK
PURPOSEFUL PERKS
UNWAVERING EMPLOYEE PROMISE

3 OVERINVEST IN ONBOARDING, NOT ORIENTATION

THE AVERAGE COST OF GOOD
EMPLOYEE ONBOARDING IS
5-10K

THE AVERAGE COST OF AN
EMPLOYEE LEAVING IS **6-9**
MONTHS SALARY

PRE BOARDING

- EQUIPMENT ASSIGNED
- CREDENTIALS ISSUED
- SET UP ON PLATFORMS/TOOLS
- MENTOR ASSIGNED
- BENEFITS OVERVIEW

WELCOME/DAY 1-3

- WHY WORLD IS BETTER WITH US
- HOW WE MAKE MONEY
- HOW WE WORK/PLATFORMS WE USE
- MEET YOUR "THREE BUDDIES"
- SET YOUR 90 DAY DELIVERABLES

IMMERSION/90 DAYS

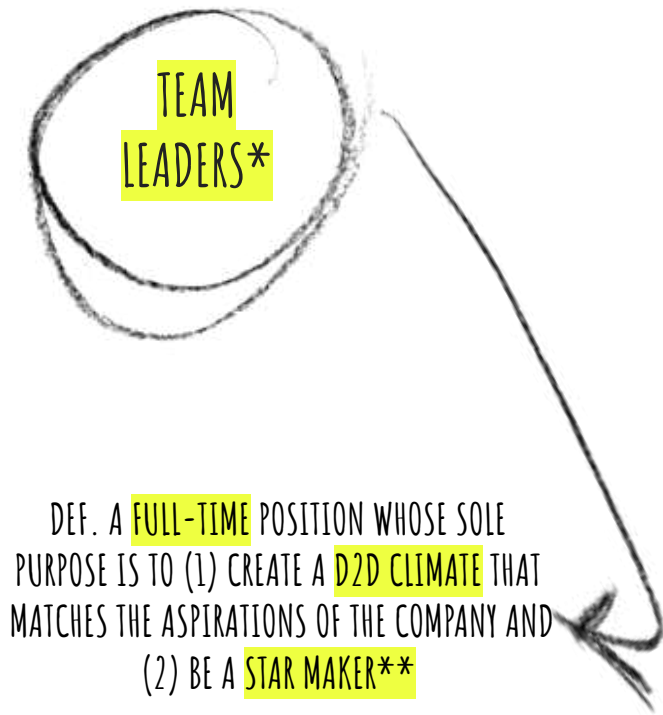
- A DOSE OF SELF AWARENESS
- BECOME ONE OF THE TEAM
- FIRST PROJECT/WIN
- 30/60/90 CHECK IN
- A MOMENT OF CHOICE

4 FIRE FRONT-LINE 'MANAGERS', BUILD 'TEAM LEADERS'

DID YOU KNOW

IT IS ESTIMATED THAT
70% OF ENGAGEMENT
COMES DOWN TO THE
MANAGER.
-GALLUP

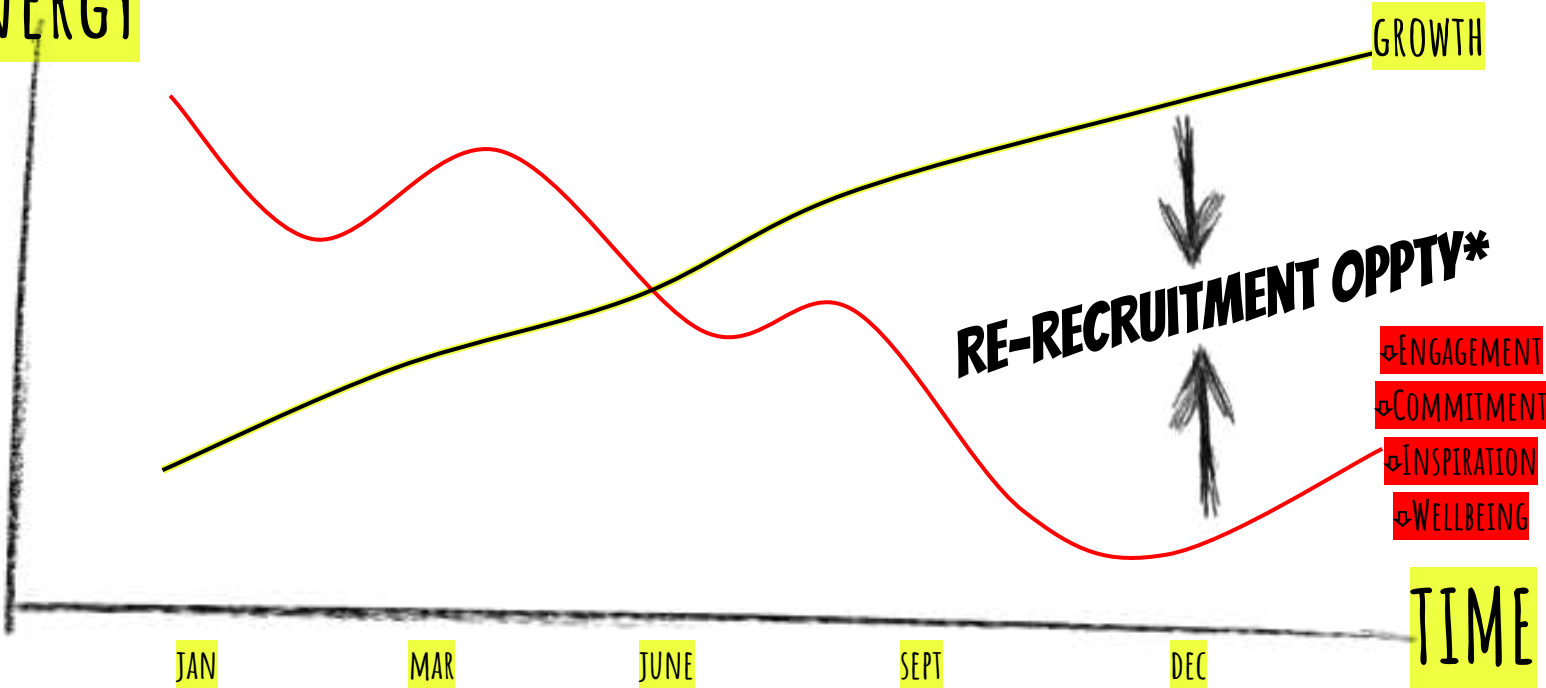
IT IS ESTIMATED THAT
53% OF MANAGERS ARE
BURNT OUT AT WORK.
-MICROSOFT/CNBC



***BETTER TEAM LEADERS GIVE YOU MORE SPAN OF CONTROL WHICH SAVES MONEY AND LOWERS BURN RATES**

5 UPEND DISTRACTED DEDICATION, RE-RECRUIT EVERYONE

ENERGY



GROWTH

RE-RECRUITMENT OPPTY*

- ENGAGEMENT
- COMMITMENT
- INSPIRATION
- WELLBEING

TIME

6 RESHAPE THE VERY DEFINITION OF SUCCESS

HAVE ONE
STRATEGY AND A
COLLECTIVE SET OF
OPERATING PLANS

THINK IN OUTCOMES
& LEARNINGS NOT IN
ACTIVITIES OR
ACCOMPLISHMENTS

FOCUS FEEDBACK
ON ENSURING
EVERYONE GROWS
FASTER THAN THE
COMPANY

PAY FOR CAPABILITY &
DISTRIBUTE BONUSES
AS A TEAM

FIND AND
AMPLIFY THE
BETTER PRACTICES
OF YOUR BEST

6 MAXIMIZE THE VALUE OF TRANSITIONS/TRANSFORMATIONS



IN 2020, THE IRS RECEIVED
4.4 MILLION APPLICATIONS
FOR NEW BUSINESSES



1% OF NEW BUSINESSES SHUT
DOWN IN THE FIRST YEAR



EVEN WITH VENTURE BACKING,
70% OF START-UPS FAIL

REINVENTION
REINVIGORATION,
REIMAGINATION,
REORGANIZATION,
RE...RE...RE...RE...



MAXIMIZE TRANSITIONS AS
TIMES OF REFLECTION,
REDEDICATION, AND RENEWAL



NEVER LET YOUR
ORGANIZATION LAG YOUR
STRATEGY... PREPARE FOR THE
PIVOT, NEVER CHASE IT

QUESTIONS OR COMPLIMENTS?