



Courageous Commitment

Re-Igniting Ownership in a Disengaged Workforce

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Build Together. Lead Together.



THE WORK DIDN'T CHANGE. THEY DID.

DISENGAGEMENT

THIS TIME, IT'S PERSONAL.



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LEADERSHIP CONFERENCE

Top Performer
Never been fired
Always searching...aimlessly

40 JOBS IN ~15 YEARS



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Never been fired
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40 JOBS IN ~15 YEARS

Entry Level Pivot to VP < 5 Years
VP of Consulting for DEIB
World Wide Technology, Korn Ferry, Deloitte,
and more

WHAT'S CAUSING THE PROBLEM?

- No Idea What They Want
- Lack of Direction & Autonomy
- Why Am I Here?



- Post Covid Sentiment
- So Much Noise
- The “What if...?”

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WORKFORCE DRIFT™



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HR LEADERS CAN HELP BUILD A CULTURE OF OWNERSHIP

Even With the Most Disengaged Workforces



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1. START WITH YOUR **MANAGERS**

People Don't Quit Jobs...



Confessions of a Millennial Jobaholic (pt 1)

Kendra Mack I help organizations stop Workforce Drift™ with Courageous Commitment™ so they stop losing talent (and dollars) to...

December 12, 2017

Hello. My name is Kendra, and I am a recovering jobaholic.



IT WAS ALWAYS THE MANAGER

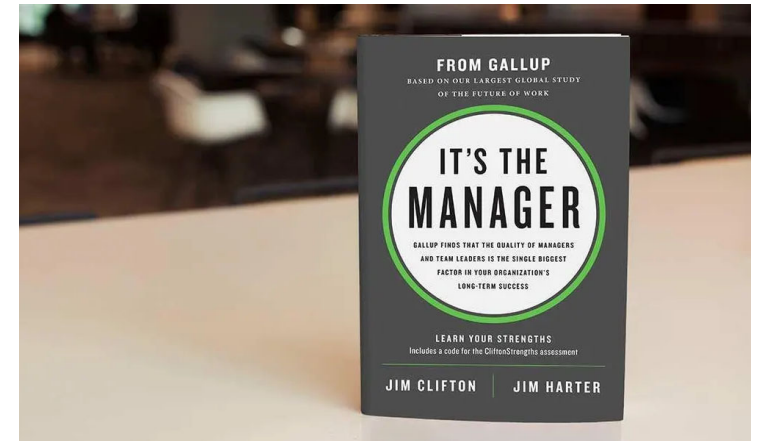
That's when I knew, I need to shift focus.



JIM CLIFTON

CHAIRMAN OF GALLUP

“The organizations that win will be the ones willing to make long-term investments in leadership and ownership culture.”





Dave Steward & Jim Kavanaugh, WWT Co-Founders

“WE STRIVE FOR ALL GOOD TO GREAT MANAGERS.”

10,000 employees
1,300 people leaders

10% bad managers
~ 1,000 employees impacted



CULTURE STARTS AT THE TOP AND BREAKSDOWN IN THE MIDDLE

The greatest ROI will with the managers.



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2. STOP MANAGING MOTIVATION

There's a reason it's not working anymore.

WE'RE GETTING THEM CONFUSED

- **Motivation**

A reason or reasons for acting or behaving in a particular way

- **Inspiration**

The urge or process of being mentally stimulated to do or feel something





MOTIVATION

A REASON FOR DOING SOMETHING

That's it?!

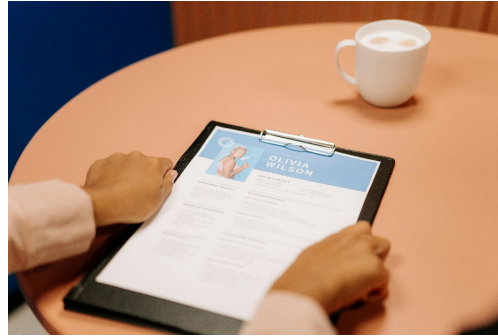


I CHANGED MY WORDS

“I DON’T HAVE A REASON”



...to work out.



...to apply for that promotion.



...at this job.

SELF DETERMINATION THEORY



Intrinsic

- ✓ Internal vs External
- ✓ Personal
- ✓ WIIFM

Autonomy

- ✓ Power of Choice
- ✓ Ownership
- ✓ Agency



EVERYONE IS STRUGGLING WITH THIS

Want to know how I know?



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THE SQUEAKY WHEEL GETS THE GREASE

Even when they're not the only one with the problem.

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STOP MANAGING MOTIVATION **START DIRECTING THE DRIFT**



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3. LEAD BY EXAMPLE

It starts with you.



THE POWER OF 1 **YOU HAVE REACH & IMPACT**

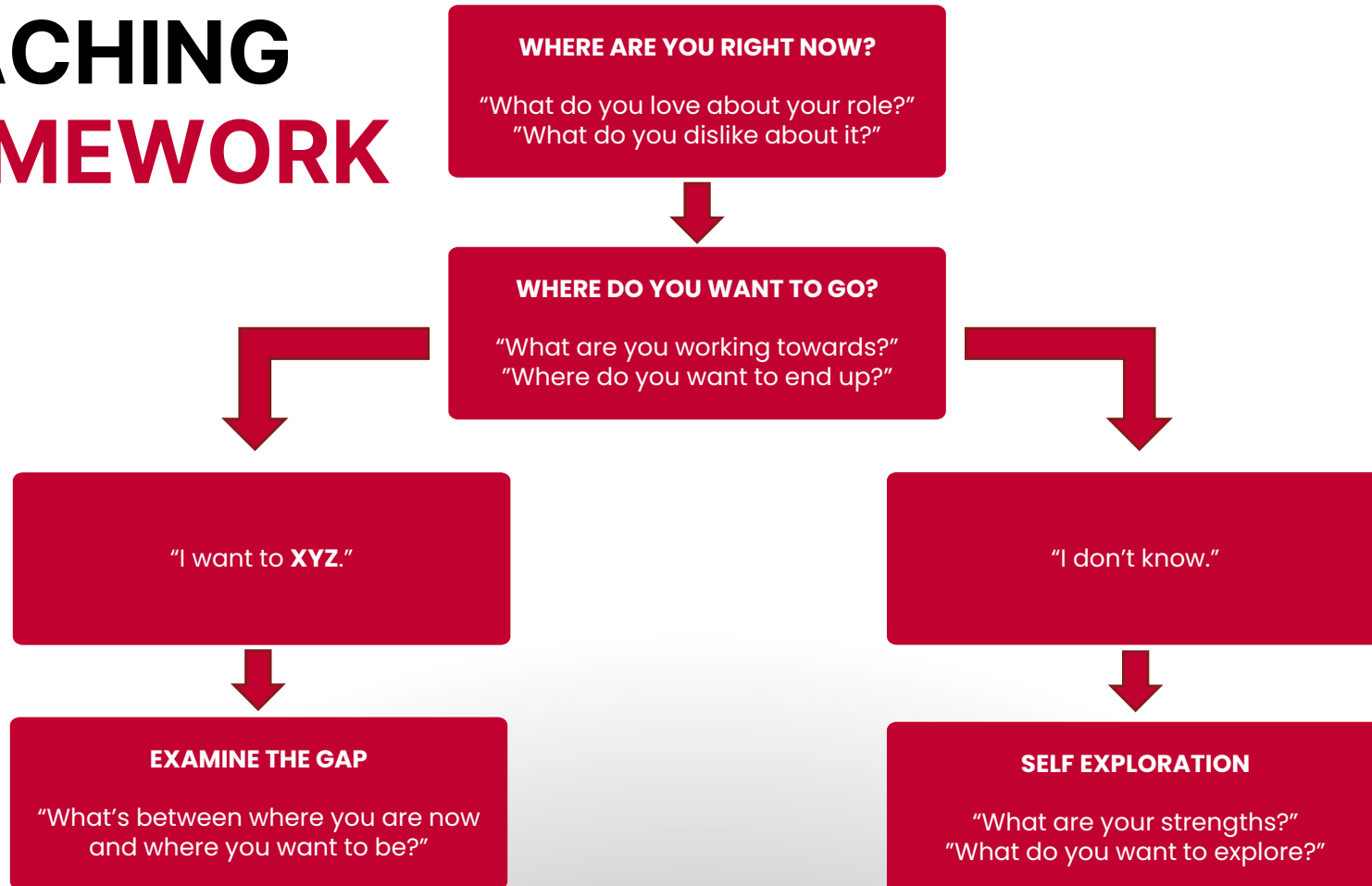
Start with yourself, then those you support.



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COACHING FRAMEWORK



CLOSE THE LOOP

MAGNIFY THE VALUE



- **Identify Development Opportunities**

"What can you develop to close the gap?"

"What opportunities exist here?"

- **Highlight Their Current Role**

"How are you developing already?"

"What are some advantages of your role?"



FROM FORCING ENGAGEMENT TO BUILDING INTRINSIC CONNECTION

This is how you unlock courageous commitment.



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HOW CAN HR LEADERS CAN HELP BUILD A CULTURE OF OWNERSHIP?

Even With the Most Disengaged Workforces



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Start With Your Managers

The best places to work, invest in their people leaders.



Stop Managing Motivation

Guide people with a reason.



Lead By Example

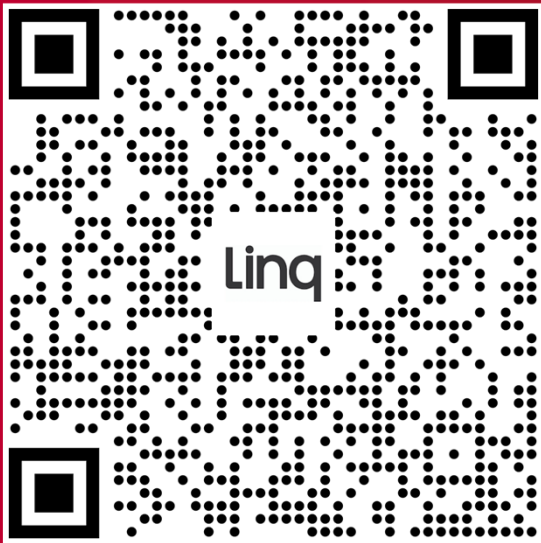
You have the power to influence when you start with self.

BUILDING BLOCKS TO EMPOWER OWNERSHIP



Main Takeaway

It won't happen overnight, but with intentional steps & resources you can build true connection. Engagement follows.



Q&A

LET'S CONNECT!

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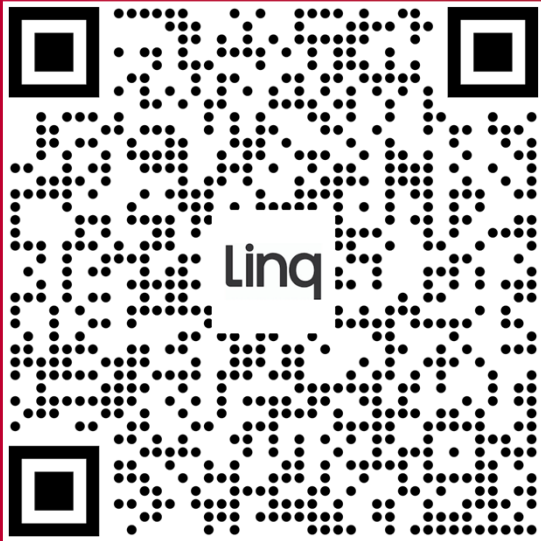


**PEOPLE DON'T NEED MORE HYPE OR PERKS
THEY NEED A REASON WORTH
COMMITTING TO**



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THANK YOU!