



Eliciting Excellence

"Bringing Out the Best in People"

Michael Beck International, Inc.
Portland, OR USA

MBI Employee Engagement

Our Perspective on Employee Engagement:

The key to business success is developing and then effectively executing a good strategy. ***But even with a good strategy and a solid plan, results can vary significantly.***

How well a strategic plan gets executed depends on:

- **Speed** of Implementation
- **Consistency** of Effort
- **Quality** of Performance
- **Flexibility**

The factors which determine the **Speed, Consistency, Quality, and Flexibility** of strategic execution exist in direct proportion to how engaged people are and whether they are putting forth their best effort.

Return on Investment (*Bottom-Line Results from "Soft Assets"*)

The investment a company makes in Human Resources often far out-weighs that made in Capital Equipment. But both are investments and both produce a return. Return on capital assets is leveraged and enhanced through **systems**, but return on soft assets is leveraged and enhanced through **engagement**. **Employee Engagement** is not a "feel-good" issue - it's a strategy to drive the bottom line.

The recent Gallup Study on Employee Engagement reported that companies who had high engagement generated an ROI 2.5 times the ROI of companies with poor engagement.



We help companies reach their full potential by bringing out the best in people.

Our strategies drive:

- Leadership Effectiveness
- Strategic Buy-In
- Workforce Productivity

MBI Employee Engagement

Our Approach and Framework - Eliciting Engagement Excellence™

Phase I: How full is the bucket? *(Determine the Benchmark Level of Engagement)*

Strategic Initiative: It's important to know just where your levels of engagement stand and to have a benchmark against which to measure improvement.

Methodology: We'll conduct an initial Professional Fulfillment Survey to determine the current level of engagement within your organization.

Phase II: Find the holes in the bucket. *(Determine the Causes of Disengagement)*

Strategic Initiative: Employee disengagement occurs when a person's needs are not met – security, social, self-esteem, and self-fulfillment. In order to be most effective in improving engagement, it's critical to identify what's going right and where disengagement is occurring.

Methodology: We'll conduct a Company Personality Assessment to determine any underlying causes of engagement decline. In addition, we'll conduct 360° Assessments with executive team members.

Phase III: Plug the holes and fill the bucket. *(Halt Disengagement, Re-Engage & Leverage Existing Engagement)*

Strategic Initiative: Once the issues undermining engagement are identified, we can provide training and coaching to remove or mitigate these engagement drains. In addition, employee engagement is enhanced when the organization and its leaders earn the respect and trust of the workforce. We'll work with your leaders to help them earn greater trust and respect in a practical manner.

Methodology: We'll work with your leadership to identify and develop the essentials for a positive, engagement-boosting culture (values and behaviors). We'll provide training to your organization on issues relevant to increasing engagement and avoiding disengagement. In addition, we'll provide Executive Coaching to your executive team as needed to elevate their interpersonal competencies and strategies.

Contract Length and Pricing

Employee Engagement contracts are typically nine to twelve months in length dependent upon size of the organization, complexity of organization, and the number of executives and managers. The fees include program design, preparation, administration, and analysis of all surveys and assessment, along with all the services included in our Executive Coaching program. The fee does not include any travel costs to locations outside the local region in which the coach is based.