



Core Value Alignment— The Key to Passionate Engagement and High-Performing Project Teams

June 10, 2014

Today's Agenda:

- What does passion have to do with business?
- Why is team member engagement important and how does passion fit in?
- Why is aligning the core values of the project and team important?
- What is the relationship between passion, added value and \$ impact?

Passion and Business

- Passions = the things that hold the greatest **meaning**, what matters most, core values
- All great achievements in history were made possible by people following their passions
- Harris Interactive, 2005 - only 20% of working Americans passionate about what they do
- Deloitte, Center for the Edge, 2013 - organizations will benefit from the sustained performance improvement that passionate workers create.

Engagement and Passion

Levels of Engagement

The Three Types of Employees	
1	ENGAGED employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.
2	NOT-ENGAGED employees are essentially “checked out.” They’re sleepwalking through their workday, putting time – but not energy or passion – into their work.
3	ACTIVELY DISENGAGED employees aren’t just unhappy at work: they’re busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.

Source: Gallup

Engagement and Passion

Who is an engaged team member?

Someone who cares about the project and the organization.

- Emotionally **committed** to the organization and its values
- Intrinsically **motivated**
- More **creative**
- More **productive**, ready to use discretionary effort
- An **advocate** for the project and company
- **Happier** at work

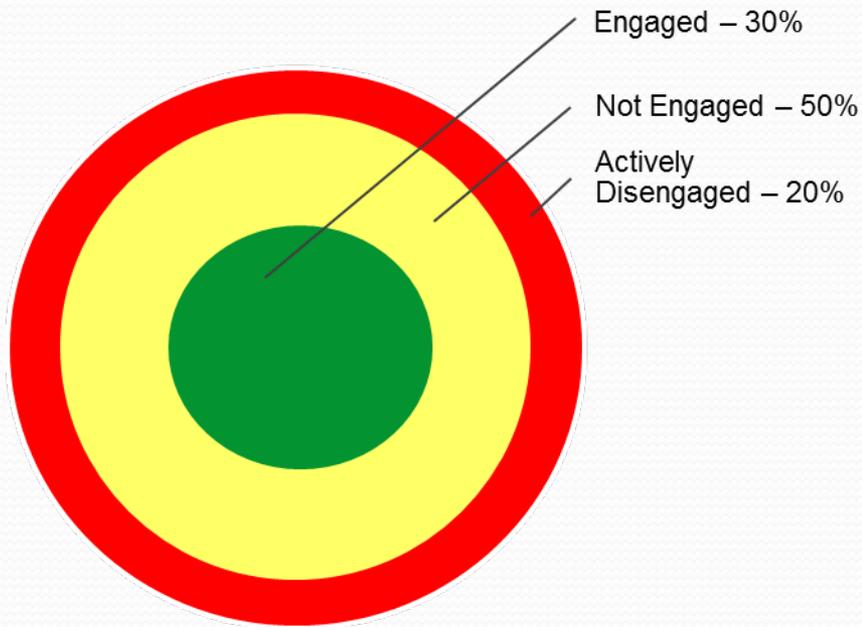
Engagement and Passion

Other Benefits of Engagement

- Go the extra mile to help customers
- Solve problems instead of passing them on
- Suggest improvements
- Open to new ideas and innovations from management
- Respond positively to ideas and suggestions from their coworkers
- Create a friendly, more inviting work environment

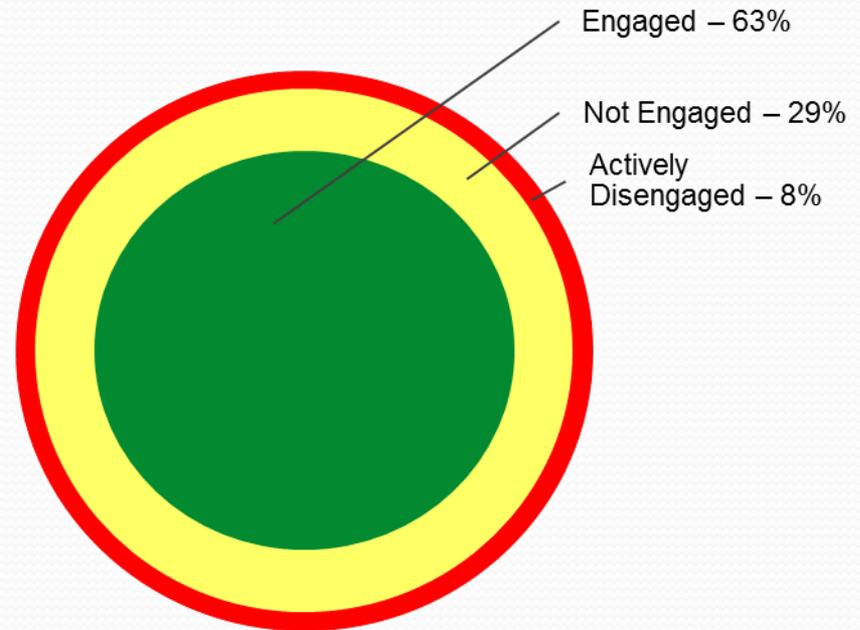
Company “ENA”

Average versus World Class



Average Company
Ratio: 1.5:1

**Engaged to
Disengaged**



World Class Company
Ratio: 8:1

Source: Gallup 2012

Engagement and Passion

Other Benefits

Companies on the top quartile on engagement



Source: Gallup

Importance of Aligning Core Values

What are core values?

If you think of vision and mission as an organization's head and heart, the values it holds are its **soul**.

From *Making Common Sense Common Practice* by
Buzzotta, Lefton, Cheney and Beatty

Core values are what the organization is passionate about.

Importance of Aligning Core Values

“... if you want to build a company for the long-term you should have values and a strong culture... The research has shown that *the power comes from the alignment, by having values and a point of view and beliefs and passion for whatever it is that you stand for.*”

Tony Hsieh, CEO
Zappos

Importance of Aligning Core Values

- Trust, employee satisfaction and commitment grow when the organization “walks its talk”
- When core values are shared everyone is naturally motivated toward common goals
- Organizational culture arises from the values expressed through everyday actions & decisions
- A strong, positive culture is a competitive advantage

Importance of Aligning Core Values

Examples of Core Values

- **Zappos:** Deliver Wow Through Service; **Create Fun and A Little Weirdness;** Embrace and Drive Change
- **Listen Up Español:** Challenging the impossible; **Doing business as an extreme sport;** United as one
- **Google:** Focus on the user and all else will follow; **You don't need to be at your desk to need an answer;** You can be serious without a suit
- **Whole Foods Market:** We satisfy, delight and nourish our customers; **We support team member excellence and happiness;** We create ongoing win-win partnerships with our suppliers

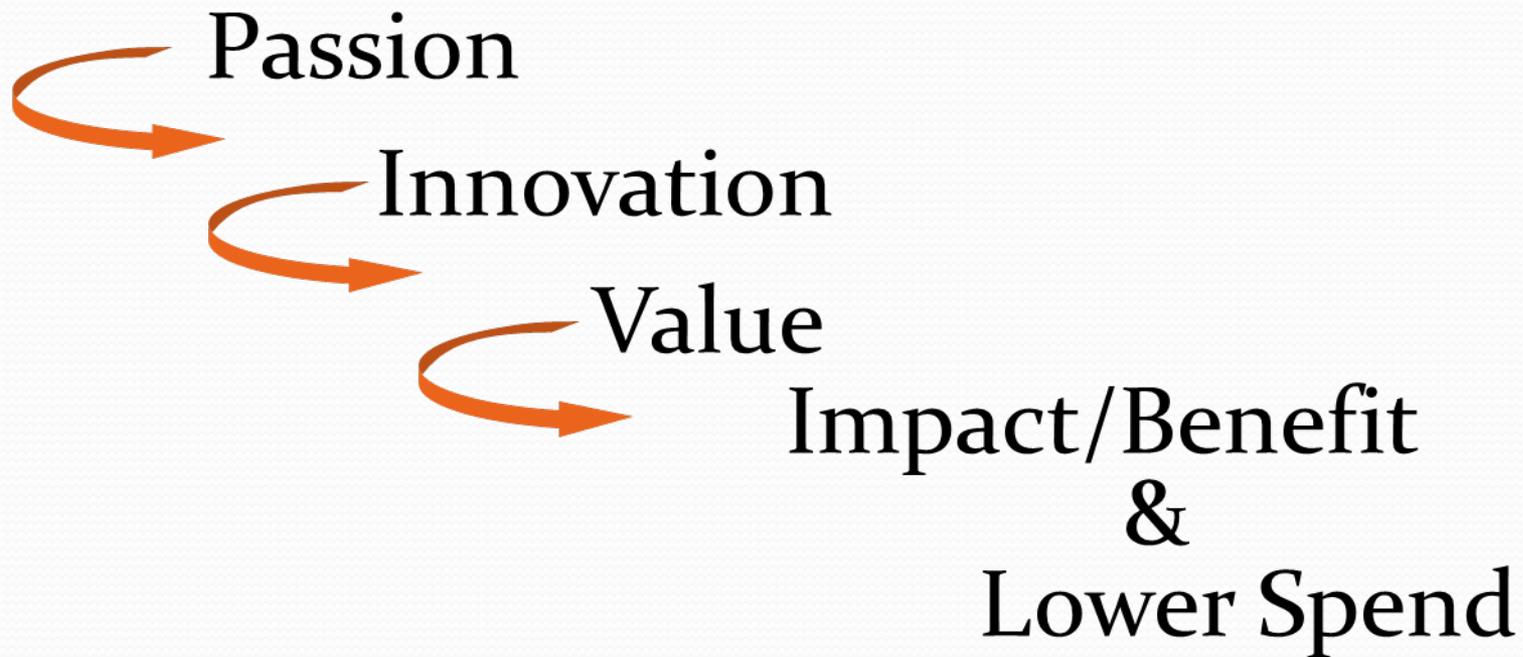
NIH Mission

NIH's mission is to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce illness and disability.

NIH Unique Contribution

Turning Discovery Into Health

Passion, Added Value and \$ Impact



Passion, Added Value and \$ Impact

Main Purpose of Organizations

TO ADD VALUE

- All great advances and inventions arose from someone's passion
- Organizations exist to make a useful contribution (i.e. add value) to society
- For a private company, profits indicate that it's adding value to its raw materials
- In the public sector, cost effectiveness, output and outcomes indicate the addition of service value

Passion, Added Value and \$ Impact Cost of Active Disengagement

Actively disengaged employees cost U.S. businesses between **\$450 billion and \$550 billion** every year due

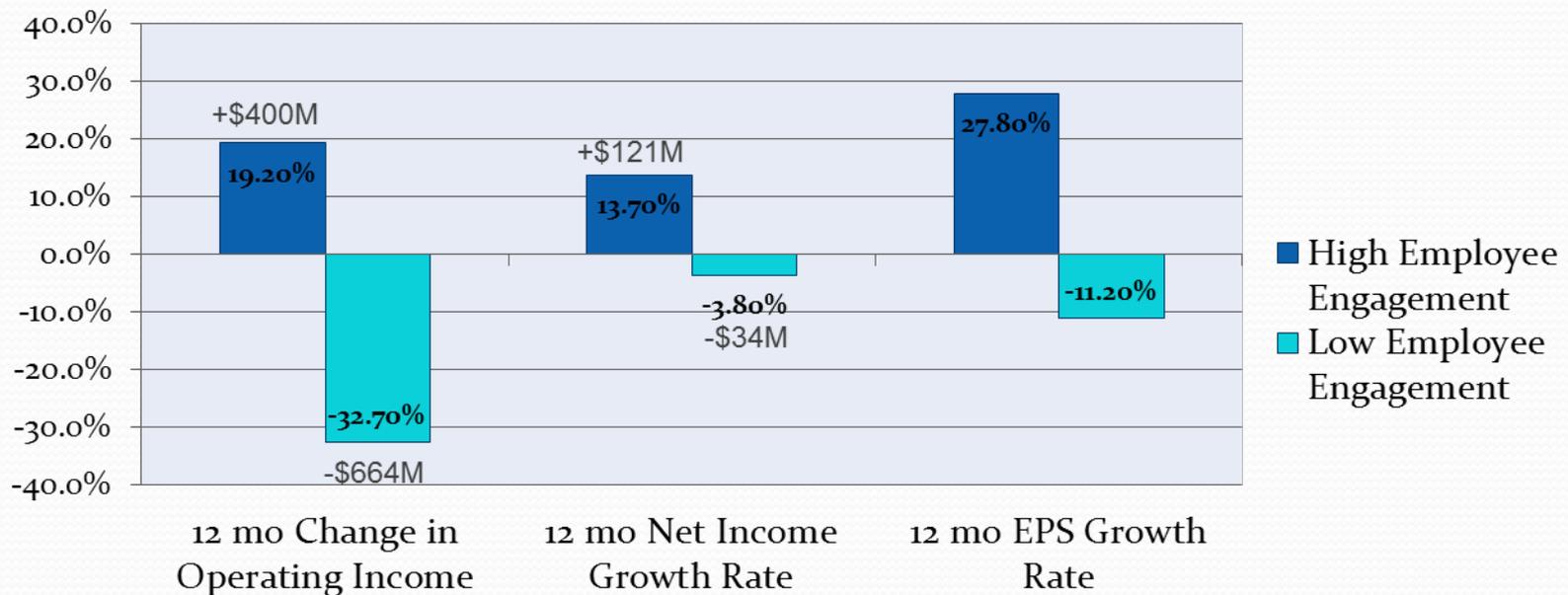
to low productivity.

**That's \$25,000 per year per Actively
Disengaged employee!**

Passion, Added Value and \$ Impact

Impact on Business Performance

Impact of employee engagement on financial performance. A 12-month study across 50 global companies.



Source: Towers Perrin, ISR

Passion, Added Value and Impact

Examples of Unique Contributions

- Zappos: Delivering Happiness
- Listen Up Español: Delivering Awesomeness
- Starbucks: Inspiring and nurturing the human spirit
- Toms: Changing Lives, One for One[®]
- NIH: Turning Discovery Into Health

Today At Work...

Today At Work...



In Summary:

- Engaged employees & successful executives & managers are passionate about what they do
- Engaged employees care about the company and use discretionary effort on its behalf
- Shared values motivate all involved toward common goals and make up company culture
- Employee engagement has an immediate impact on financial performance

OneAll Solutions



Employee Engagement / Project Management / Career Advancement

<http://www.OneAllSolutions.com>

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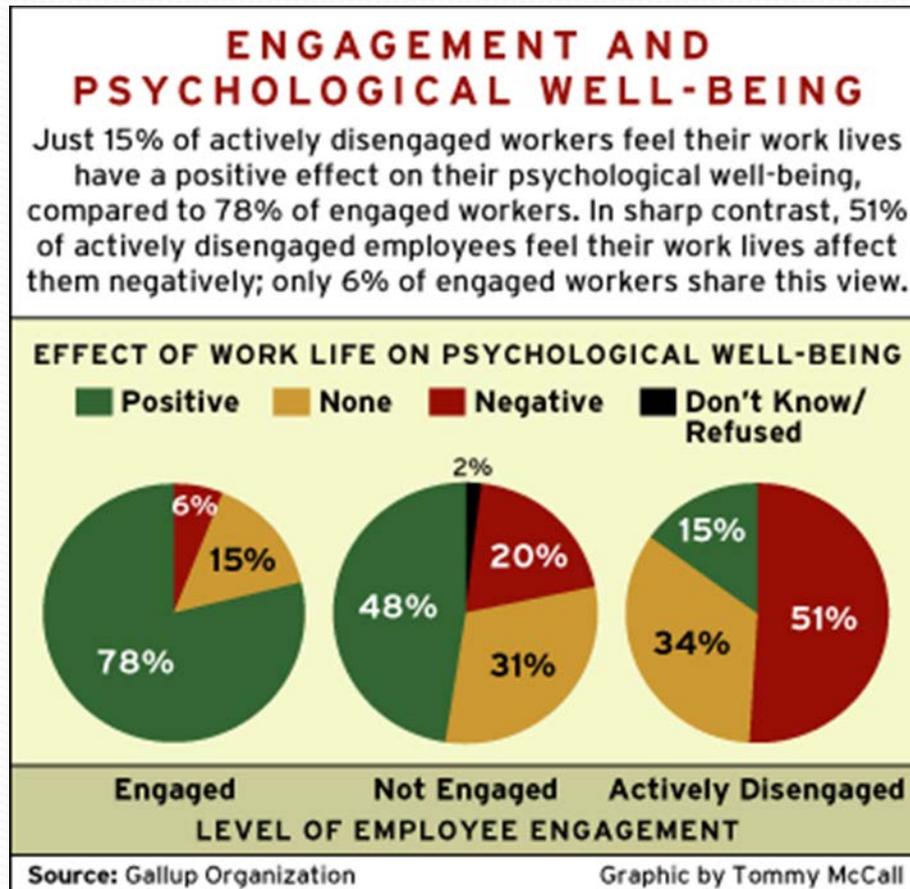
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<http://bit.ly/Ll72fy>

Engagement and Passion



8 to Be Great

