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LEADERSHIP AND ENGAGEMENT

In the New World of Work





DOWNLOAD SLIDES AND KEY TAKEAWAYS



contentedcows.com/aaspa-jax

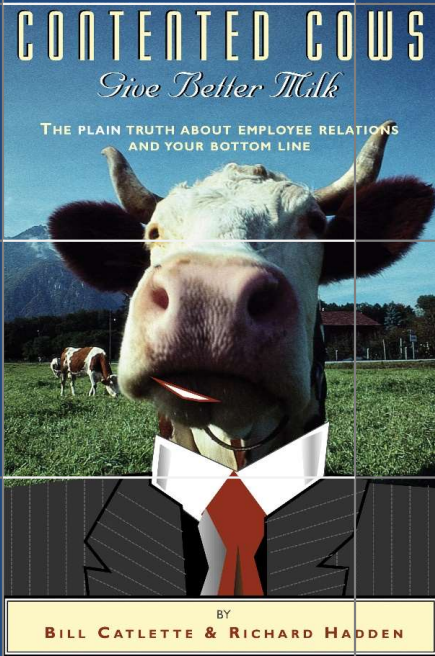


PREMISE

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

BOTTOM LINE.

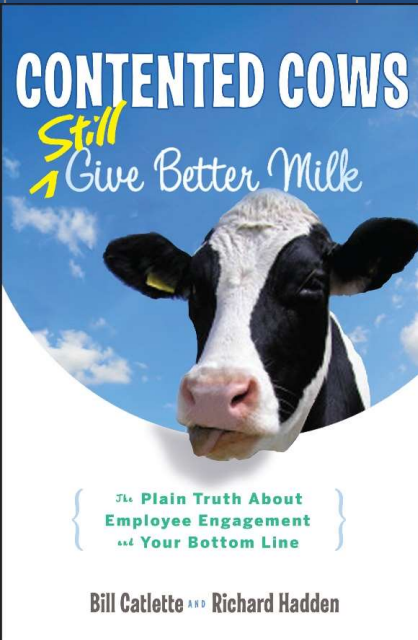
Contented Cows?



Contented Cows?



Contented Cows?



Brass Hanger Cleaners

**GONNA ASK MY MOM
IF THAT OFFER TO SLAP
ME INTO NEXT YEAR IS
STILL ON THE TABLE**



POST PANDEMIC



WORKPLACE NEXT



3 Trends in Workplace Next



1

Workers
are in the
driver's seat



2

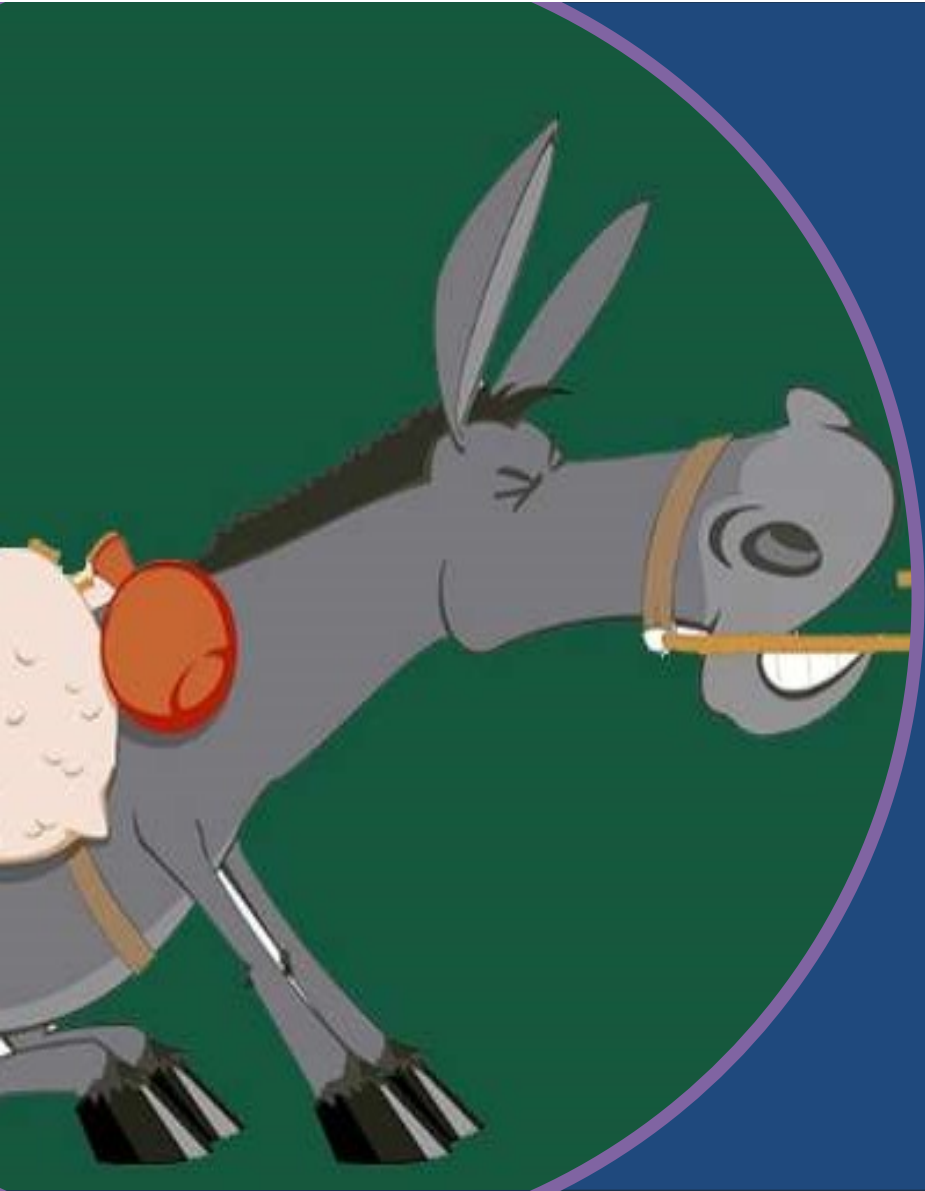
Flexibility
is here to
stay





3

You will have to
hire from a
generation that
totally
PERPLEXES you



COMPLAIN AND RESIST



ADAPT AND SUCCEED





WORKPLACE NEXT

Does
NOT
Mean

**LOWERING
STANDARDS**

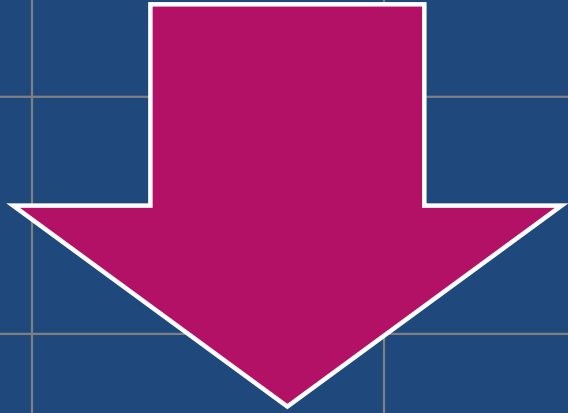


WORKPLACE NEXT

Does
NOT
Mean

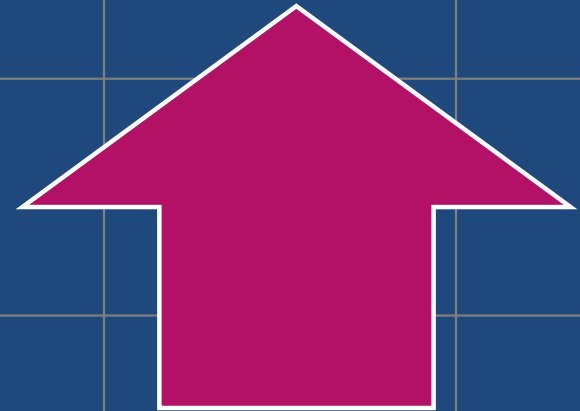
**ANYTHING
GOES**

**LOWERING
STANDARDS**



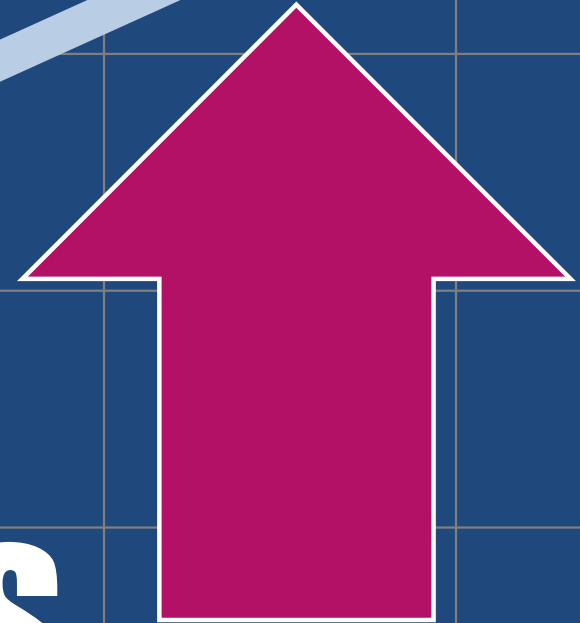
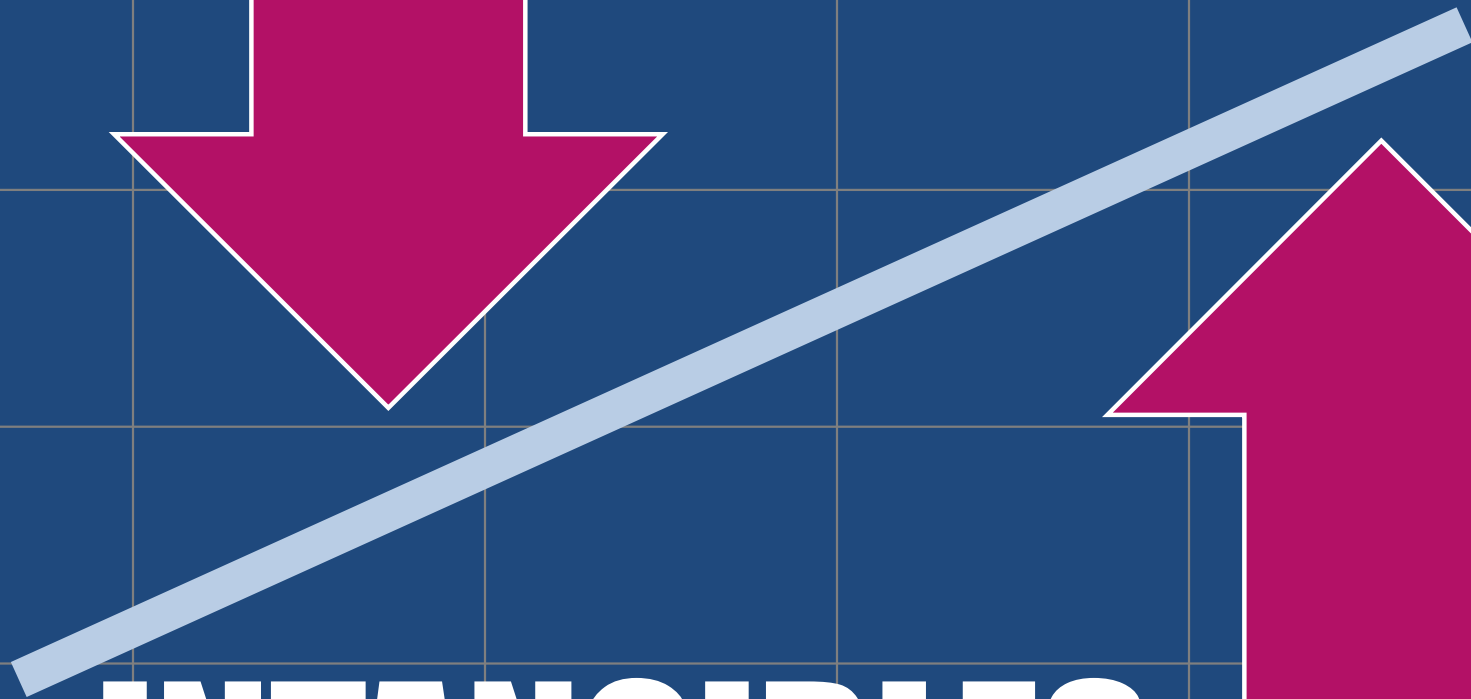
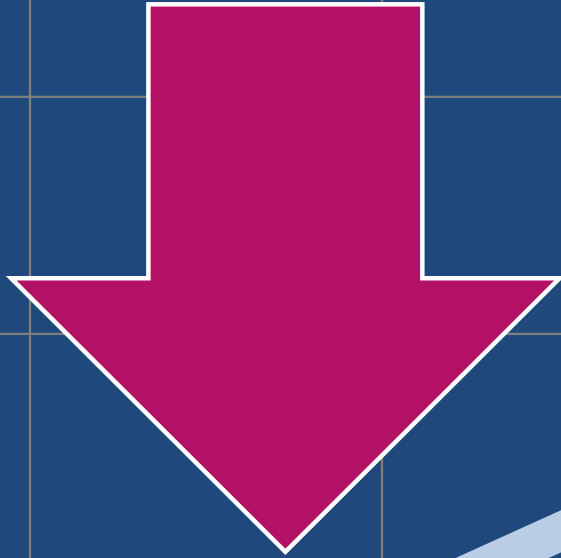
TANGIBLES

INTANGIBLES





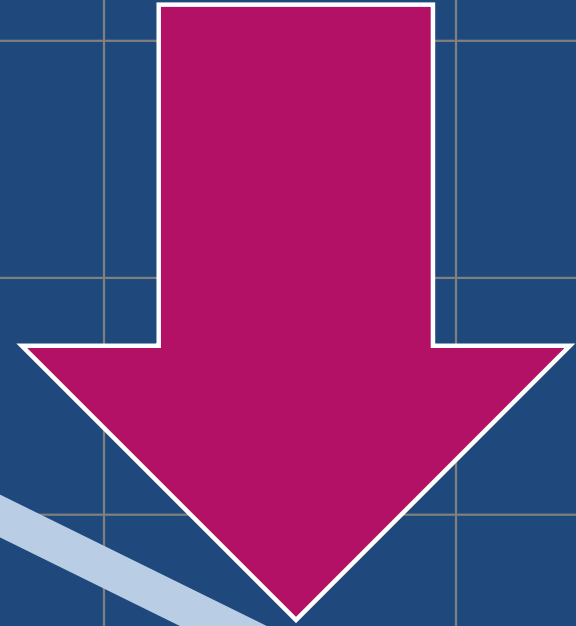
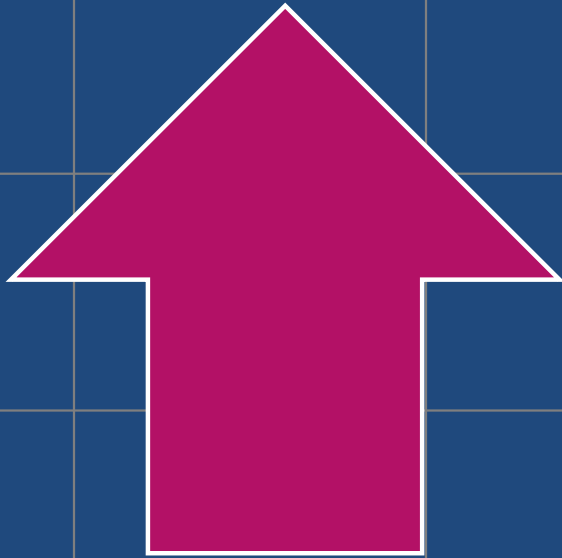
TANGIBLES\$



INTANGIBLES



INTANGIBLES



TANGIBLES

Personnel Dept.



Applicants

Enter Thru
Loading Dock



MARRIOTT

BRILLIANCE...



MARRIOTT

STARTS HERE



ASSIGNMENT

Eliminate self-
limiting thinking.



ENGAGEMENT

1 What is it?







PERSONAL CAPABILITY

— MINIMUM REQUIREMENTS

**DISCRETIONARY
EFFORT**



Engagement is a
**CONSCIOUS
DECISION**



Work is contractual

**Engagement is
PERSONAL**



PHILIP

Extra Miler

Wegmans



**ENGAGED
EMPLOYEES**

**MORE
PRODUCTIVE**

**BETTER
TEAM
COOPERATION**

**LOWER
TURNOVER**

**EASIER TO
RECRUIT**

**OVERALL
BETTER
RESULTS**

Contented Cows Research, 1997 - 2024





ENGAGEMENT

3

What is it?

What good is it?

How do I get it?

"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**



ASSIGNMENT

Ask 5-6 employees:

“What are our top 3 priorities as an organization?”

- Check for consistency

ENGAGEMENT DRIVERS

SYSTEMS

IMPACT

COMPASSION

LEADERS

AUTONOMY

SUPPORT

LISTENING





Frances B. Kinne, PhD

1917 - 2020













LEADERSHIP

SCREEN
FOR IT

HIRE
FOR IT

TRAIN
FOR IT

COACH
IT

REWARD
IT





ASSIGNMENT

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



ASSIGNMENT

Pick one leadership behavior, and resolve to get better at it over the next, say, 90 days.



ASSIGNMENT

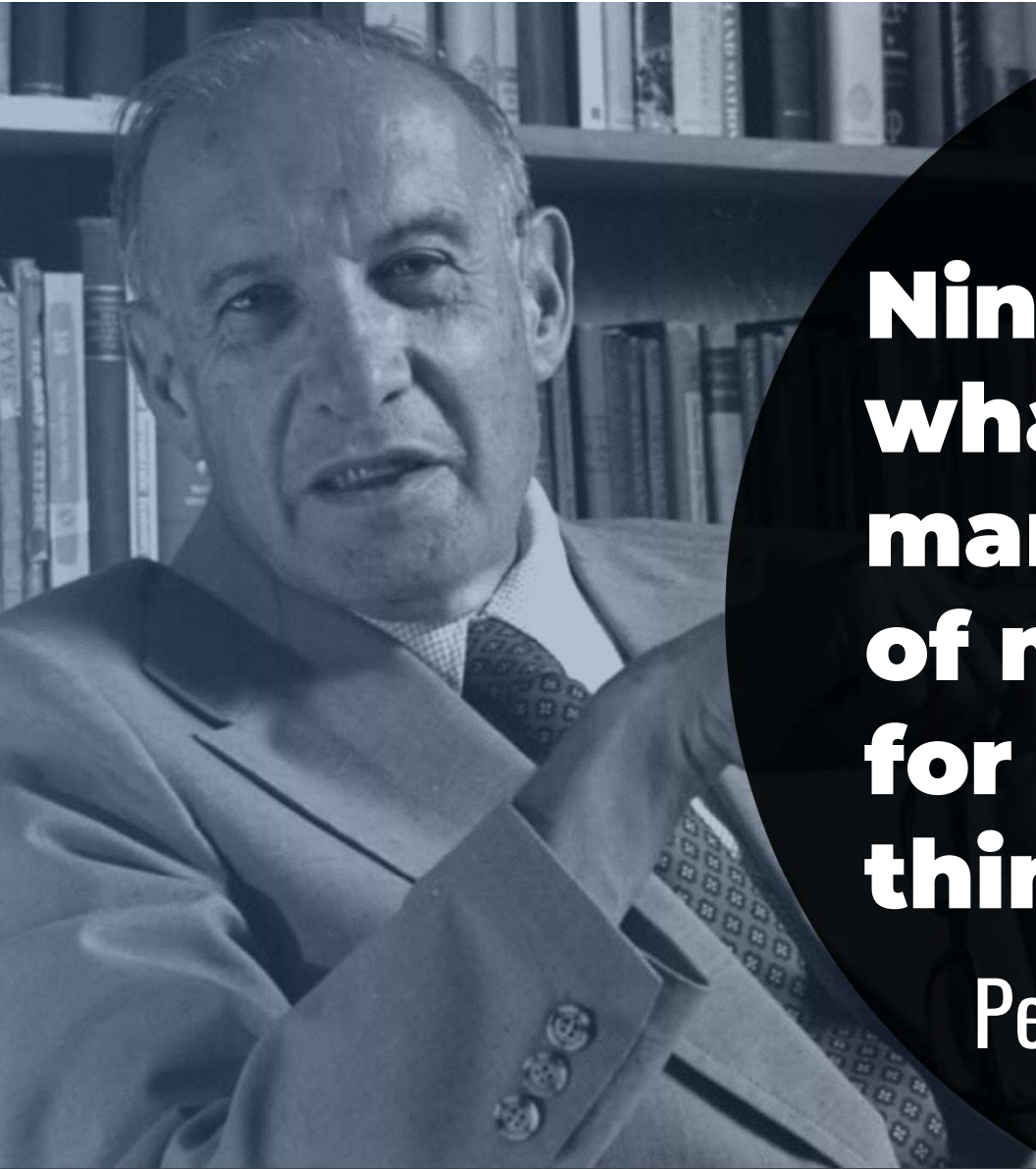
Give the previous assignment to every leader in your organization.

ENGAGEMENT DRIVERS

SYSTEMS

LEADERS





“

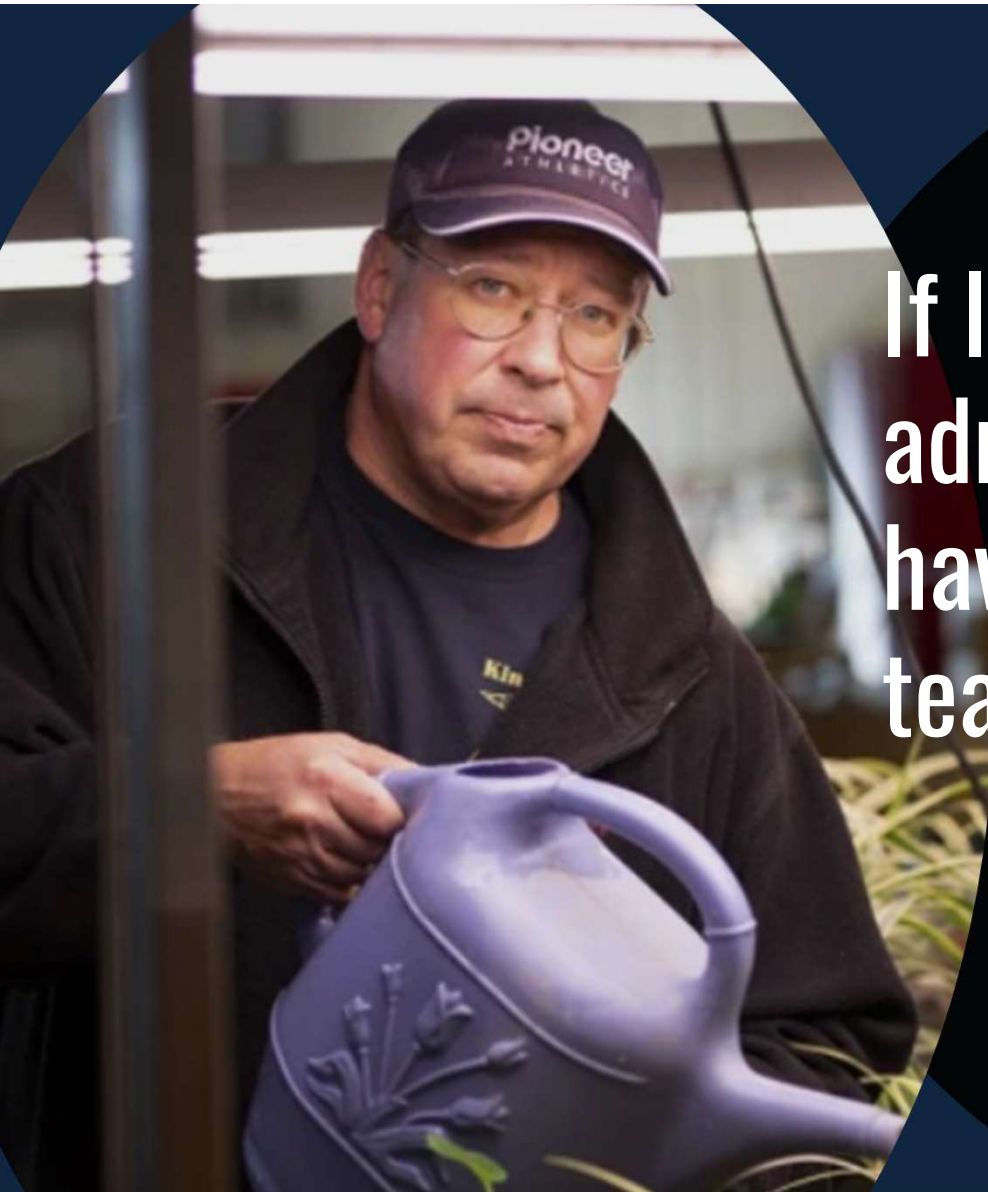
Ninety percent of what we call management consists of making it difficult for people to get things done.

Peter Drucker, PhD

”



WORKLOAD PAPERWORK



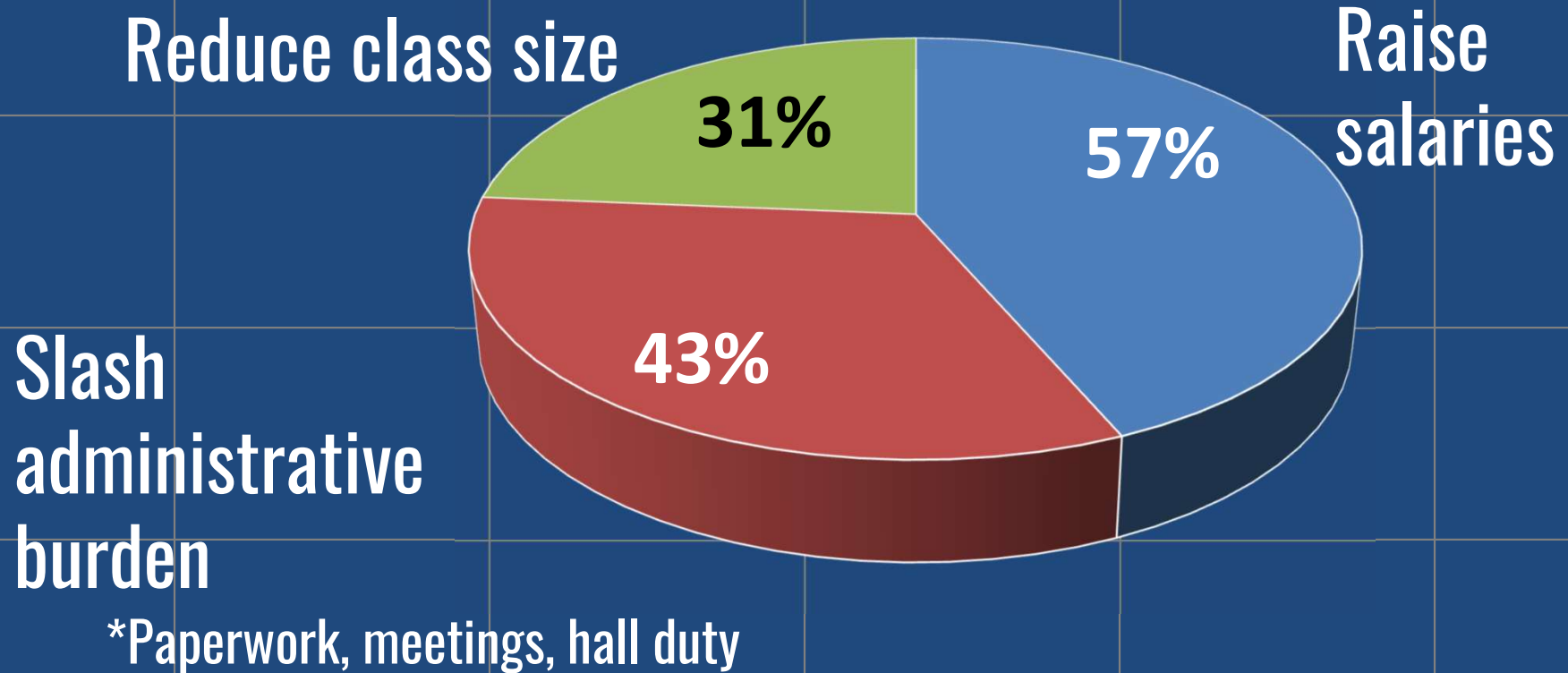
“

If I didn't have to deal with administrative things, and just have my students, I'd stay in teaching for a lifetime .

Howard Hill
Agriculture Teacher
Virginia

”

What would have made you stay?





ASSIGNMENT

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

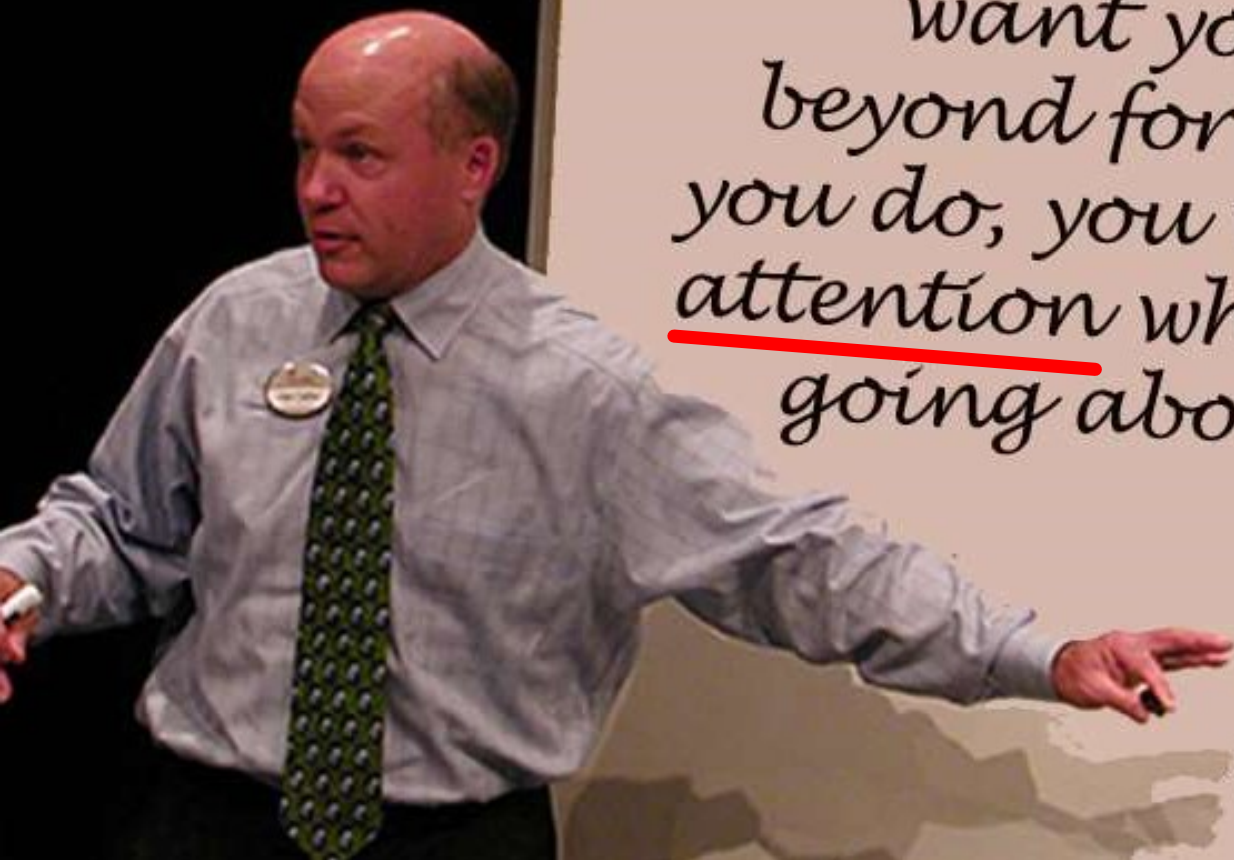
ENGAGEMENT DRIVERS

SYSTEMS

COMPASSION

LEADERS





When a team member is enduring a personal hardship, we want you to go above and beyond for that person. When you do, you will have their full attention when you talk about going above and beyond for our customers.

Dan Cathy
President, Chick-fil-A



ASSIGNMENT

Show up – in person –
when people are having
a hard time.

ENGAGEMENT DRIVERS

SYSTEMS

COMPASSION

LEADERS

SUPPORT



The background is a blue-tinted illustration of a classroom. In the center, a teacher stands at a chalkboard with the word 'HALLO' written on it. Several students are seated at desks, some looking towards the teacher. The scene is overlaid with a dark blue geometric pattern of triangles and lines.

SUPPORT ON DISCIPLINE

ENGAGEMENT DRIVERS

SYSTEMS

COMPASSION

LEADERS

SUPPORT

LISTENING





SIT ON THE FOOTLOCKER



ELEVEN QUESTIONS



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ENGAGEMENT DRIVERS

SYSTEMS

COMPASSION

LEADERS

AUTONOMY

SUPPORT

LISTENING





FLEXIBILITY



ENGAGEMENT DRIVERS

SYSTEMS

IMPACT

COMPASSION

LEADERS

AUTONOMY

SUPPORT

LISTENING



**WORK
MUST
MATTER**





ASSIGNMENT

**Show everyone the
impact of their work.**



“ A PLACE
OF PEACE
AND
MAGIC ”

Walt Sutterlin
Principal
Holt, Michigan

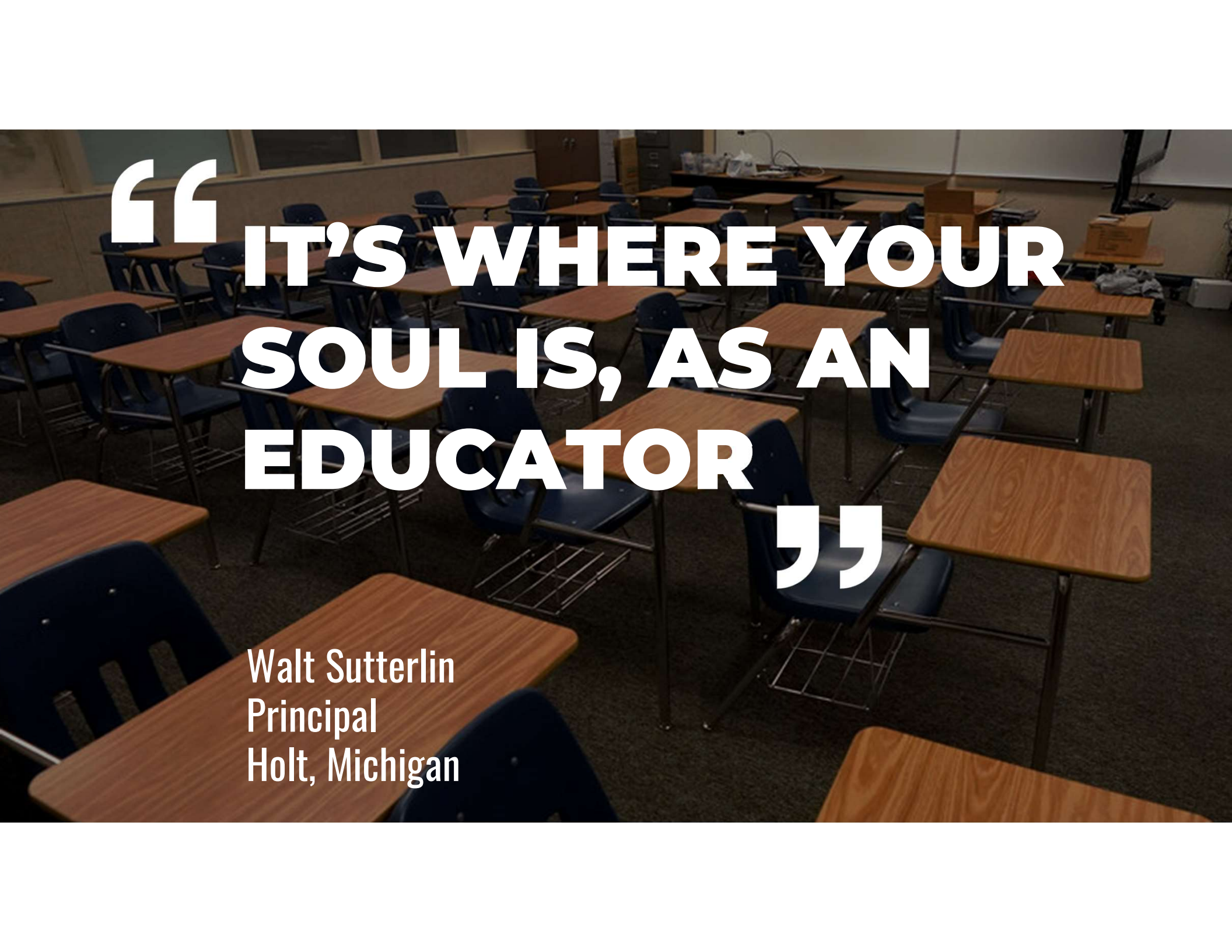


“

Find joy in the natural part of this work... it's when the lightbulb goes on in your student's head.”

”

Walt Sutterlin
Principal
Holt, Michigan



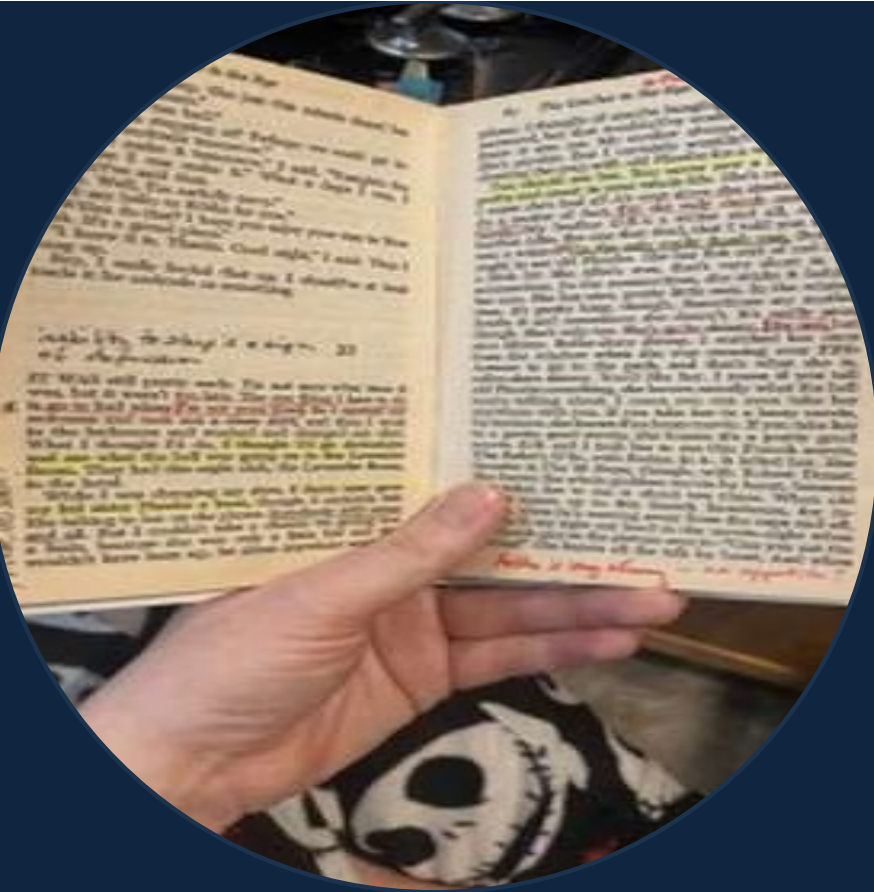
“ IT’S WHERE YOUR
SOUL IS, AS AN
EDUCATOR ”

Walt Sutterlin
Principal
Holt, Michigan



**Celebrate
wins... even
the small
ones.**





I'm holding in my
hands this
evidence of the
circle of life

Haley Lancaster, English Teacher,
Vincennes, Indiana



TEACHER SHORTAGE?



APPRECIATION SHORTAGE!





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

Napoleon Bonaparte



Handwritten
thank you
note, mailed
to their home





Include families





Recognize Personal Events

Weddings

Births

Birthdays

Family
deaths

Child's
graduation

Child's 21st
birthday

**First you feed
the troops**





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