



## ***What can we do to insure our organizations survive these challenging times?***

We have all been impacted by the economy, whether forced to reduce staff or deal with employees struggling with the uncertainty that lies ahead. Our employees drive our business, so it is absolutely critical to focus our attention on them now and implement a program to re-focus and engage them in work. Our success is dependent upon it!

With all the recent data about 2/3 of employees not being engaged and the direct correlation to profitability, customer satisfaction and safety, we need to **make engagement a strategic business initiative**. Companies and employees are all asked to do more with less, so each person is critical to the success of the business. Good relationships between employees and immediate supervisors are, far and away, seen as the most important driver of employee engagement - with a whopping 91% of respondents saying this factor drives engagement to a high or very high extent. (Institute for Corporate Productivity, ASTD and HR.com. Study 2007).

The Personnel Perspective has a solution to guide you through the process, and turn "survive" into "thrive". Our strategic business approach coupled with extensive knowledge of employment law, employee relations, and talent management will provide a roadmap to get you through the tough times with grace and finesse (and compliance), allowing you to turn your focus on engaging your workforce to do more with less and move the organization to increased profitability.

### **The Engaged Workforce Solution**

**Right-size**

**Refocus**

**Re-engage**

**Restart**

***Engaged employees are 50% more likely to stay in jobs and 38% more likely to have above average production. (Gallop)***

#### ***For Leaders and Executives:***

##### **A. Strategic Direction of the Business - Right-sizing for long-term success**

In this consultative session, the focus will be on the following areas:

- Strategic Plan - identify your transition and people strategy

- Develop a legally compliant roadmap for how to conduct a layoff respectfully
- Craft a communication strategy
- Ease the transition with outplacement as a tool
- Managing "survivors" - training managers to re-recruit employee

***Most lay-offs fail because executives forget a key factor - motivation of those left behind. Those left can make or break the cost cutting efforts. Katzenback Partners 2007***

## **B. Leading for the Future - Creating a Culture of Engagement**

This interactive 4-hour session is designed to help a team of executives build the company's "People Strategy". The workshop sets the stage to plan how the company will address employee needs by changing, adding or stopping current practices. Just like you have a plan for budget, production and advertising, you will end up with a plan that will bring you more engaged employees who produce greater results.

We will help you bring your people practices up to date in the following areas:

- Attracting Top Talent
- Performance Feedback Process
- Flexibility and diversity in work styles and approaches
- Expectation on how managers treat your employees

The focus will include updating your strategies to fully embrace the 4 Generations in the workforce as well as incorporating the 3 things all employees are looking for in the employee engagement equation (Career Development Opportunities, To Work with Great People (especially their boss), Challenging work) and how you are addressing these employee needs.

## ***For Managers and Supervisors:***

### **Re-igniting Your Employees**

#### ***How To Keep Employees Motivated In Times Of Change***

The series will provide managers with new tools and techniques to engage and manage their employees bringing them to a higher level of productivity and higher level of morale. Managers will be certified after successfully completing 3 of the following customized workshops:

- Responsibility of a People Manager in the new workforce
- Managing a Virtual team
- Engaging People for Peak Performance
- Managing 4 Generations & Individual Differences
- Building Teams for Powerful Results

- Emotionally Intelligent Leadership-Make the Difference

Each of these ½ day sessions is designed to engage managers by teaching them skills and techniques to manage a changing workforce. The series brings management skills up to date with new facts, figures and methodologies that will motivate managers to engage employees to be involved in, motivated and enthusiastic about work. Engaged employees work with passion and feel a strong attachment to their company and take pride and ownership in their work.

***Companies with high employee engagement had a 19% increase in operating income compared to companies with low levels of engagement who saw operating income drop more than 32%. Towers Perrin Global Workforce Study 2007- 2008***

We look forward to bringing these programs to you and supporting you in keeping your team motivated and engaged during these challenging times. Please don't hesitate to call for additional information.

Best regards,

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*The Personnel Perspective is the North Bay's leading management consulting firm with expertise in Management Training, Human Resources, & Executive Search.*