

# Building Engagement Through Employee Connection

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# Today's Discussion

- First, about MicroAire and then a little history...
- Why Engagement?
- Drivers of Employee Engagement
- One Key Driver of Engagement is “Connection”
  - Connection to the Company Identity
  - Connection to Leadership & the Company Culture
  - Connection to the Goals & Vision of the organization
  - Connection to other Employees
- Using Connection to Manage the Curve
- Summary

MicroAire and then a little history...



# MicroAire – Business Segments

## Powered Orthopaedic Surgical Instruments

**SERIES 1000**  
**SERIES 7000™**  
**SMART DRIVER**



## Orthopaedic Specialties

**SmartRelease™**  
Endoscopic Carpal Tunnel Release **ECTR**

Endoscopic Carpal Tunnel Release



## MicroAire Aesthetics

**endotine®** **lipoFilter**  
**PAL LIPO SCULPTOR™**



## Value Options

Replacement Blades, Burs, Cannulas, K- Wires,  
Rasps, Pins, Twist Drills, Power Instrument  
Batteries, Arthroscopy Shaver Blades



**MICROAIRE®**  
For Surgery. For Life.™



## Mission Statement:

***MicroAire is a TEAM dedicated to enhancing quality of life by providing innovative surgical solutions that improve surgeon and patient outcomes***



# Vision

*For Surgery. For Life.*



**MICROAIRE®**  
*For Surgery. For Life.™*

# Values

- *Striving for Excellence...in all we do and in who we are*
- *Customer Centric...both internally and externally*
- *Teamwork...through open and honest relationships*
- *Courage to Innovate...an environment that encourages creative solutions*
- *Empowerment...through ongoing learning and development*

# The Elements of MicroAire's Success



- Profitable Growth
- Niche Market Leadership
- Innovative New Products
- Operational Excellence
- Focus and Accountability





# A little history...

- Pathway to the Presidency
- Personal thoughts on Engagement

# Why Engagement?

- Employee engagement is linked to organizational performance
- Engaged employees are more productive, more profitable, more customer focused, safer and less likely to leave their employer
- Engaged employees stay for what they give...the disengaged stay for what they get!

# Key Drivers of Engagement

- Culture
- Communication
- Knowledge of the Company Goals & Vision
- Relationships with Manager & Peers
- Performance Clarity and Feedback
- Rewards & Recognition
- Career Development Opportunities
- And..."CONNECTION"

# Employee Engagement through “Connection”

- What is “Connection?”
  - A link
  - An association
  - A bond
- 4 Important “Connections”
  - Connection to the Company Identity
  - Connection to Leadership & the Company Culture
  - Connection to the Goals & Vision of the Organization
  - Connection to other Employees



# Building Engagement through Employee Connection

- Engagement through Connection to the Company Identity
- Engagement through Connection to Leadership and the Company Culture
- Engagement through Connection to the Goals & Vision of the Organization
- Engagement through Connection to other Employees

# Connection to the Company Identity

- Do your employees fully understand the products or services they produce?
  - How they are made?
  - What the key features or characteristics are?
  - How they used in the marketplace?
  - What value they bring to the market?
  - How they differ from the competitive offerings?

# Connection to the Company Identity

- Do your employees understand your company's market position?
  - What is your corporate identity in the market?
  - How are your products or services branded?
  - How are they positioned against the competition?

# Examples of Connecting to the Company Identity

- Marketing or Business Presentations
- Product Demonstrations for New Products
- Lunch & Learns
- Participation in Industry Meetings & Exhibitions
- Customer or Supplier Visits (on site & in field)
- Company Store (logo'd products)





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# Connection to Leadership & the Company Culture

- How important is it for employees to connect to the Leadership Team?
  - Trust in executives can have more than twice the impact on engagement levels than trust in the immediate managers does
  - It is not necessarily what you do as a leader, but how you do it – knowledge of the leader as “people” impacts greater than the actions of the leader
  - Biggest miss for executives...creating an environment that supports high performance

# Connection to Leadership & the Company Culture

- What is Company Culture...simply put, the values and behaviors of the organization
- It manifest itself through:
  - The way the company treats its customers, its employees and the wider community
  - The extent to which autonomy and freedom is allowed in decision making, developing new ideas and personal expression
  - How power and information flow through its hierarchy
  - The strength of employee commitment towards collective objectives



# Connection to Leadership & the Company Culture

- What's happening in your company if employees are not connected to Leadership and the Company Culture?
- What's happening if they are connected?

# Ways to Connect to Leadership & the Company Culture

- Communications:
  - All Employee Meetings
    - Multiple presenters
    - Pertinent Financial Data & Performance Metrics
    - Products, Successes, Changes, PEOPLE!
  - Lunch or Breakfast with the Senior Leaders
  - Making your Mission / Vision / Values actionable
    - Discuss in All Employee meetings, monthly department meetings, luncheons
    - Memorize & Reward!
    - Post?

# Ways to Connect to Leadership & the Company Culture

- Communications (cont'd)
  - Company Newsletter
    - Importance of Pictures!
- Free Expression Board
- Recognition
  - MicroAire Bu
  - Living Our Mi



# Building Engagement through Employee Connection

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# Connection to the Goals & Vision

“An employee is most likely to be motivated by goals that directly connect to the company’s wider objective.

Employees may become disengaged and unproductive if it isn’t clear how their achievements will contribute to the business’s overall success.”

– **Amy Gallo, Managing Editor, Harvard Business Review**

# Connection to the Goals & Vision

- Connection examples at MicroAire:
  - Line of Sight (Policy Deployment)
  - Employee Bonus Program tied to KRA's
  - VIP's through A3's

# “Line of Sight” Linkage

Company Mission, Vision and  
Values

Company Culture

Company Objectives & Key Metrics

Strategies to Achieve Objectives

Functional Level Strategic Framework

Functional Level Quarterly Plan

Department Level Quarterly Plan

Employee Performance Plans

Scorecards – Company to Department Level

# Connection Examples at MicroAire

## Employee Bonus Plan with Quarterly & Annual Payouts:

- 3 Company KRA's that drive Line of Sight Plans
  - Growing Sales by 20% over prior year
  - Growing Operating Income by 20% over prior year
  - Continuous Improvement through VIP's
    - Minimum participation level for payout





# Connection Examples at MicroAire

## Value Improvement Program (VIP) utilizing A3's

- Company KRA of 1/employee/quarter
  - Must complete an A3
  - Tied to the Employee Bonus Plan payout
  - Operations goal of 1/employee/month



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# Connection to Other Employees

- Why is this so critical to success?
  - Strong emotional bond or commitment to each other and to the company
  - Win their minds...but more importantly – their hearts

# Connection to Other Employees

- People need People Connection...900 million people on Facebook!
- “You wanna be where everybody knows your name”



# Connection to Other Employees - Examples

- Summer Picnic, Christmas Party, Easter Egg Hunt
  - Goal: max involvement (Murder Mystery for Christmas)
- Quarterly Newsletter
- Cross-Functional Teams – Activities
- Wellness Activities (Weight Watchers, Wellness Coach, Health Fairs, BB Team)
- Charity Events (Spring & Fall – voted on by employees)
- Monthly Luncheon/Breakfast w/ President
- Work Shadow Program
- Tournaments: Ping Pong, Poker, Golf
- Halloween Costume and Pumpkin Carving Contest
- Quarterly Employee Art Exhibit



# Connection to Other Employees - Examples



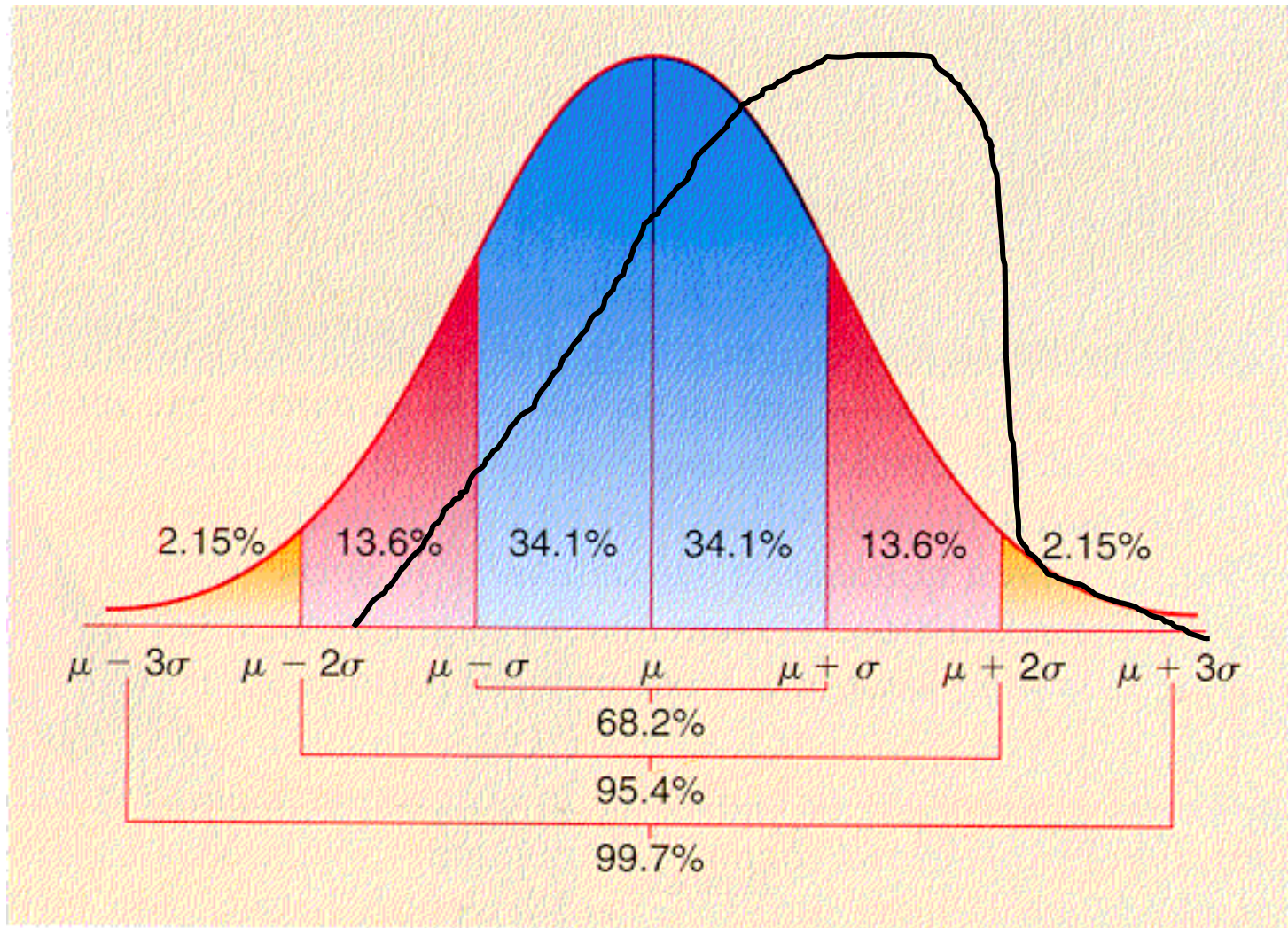


# Connection to Other Employees - Examples





# Manage the Curve through “Connection”





# Summary

- The Importance of Engagement
  - Engaged employees are more productive, more profitable, more customer focused
  - Disengaged employees are takers, while the Engaged employees are givers
- Key Drivers of Engagement
  - Culture, Communication, Goals & Vision, Performance Clarity & Feedback, Rewards & Recognition, Career Development Opportunities...and CONNECTION

# Summary

- We looked at 4 types of Connection:
  - Connection to the Company Identity
  - Connection to Leadership & the Company Culture
  - Connection to the Goals & Vision of the Company
  - Connection to other Employees
- And the value of Connection:
  - It establishes a Link, an Association, a Commitment

# Final Thoughts

- Develop Connections that make them not want to miss whatever is happening today at your company!
- Many say, “Our employees are our greatest asset”
- According to Bob Pritzker, **“Employees are not an asset, they are our company!”**

THANK YOU!

QUESTIONS?