

Great employees make great enterprises.

Most of your employees are 'good' employees. They make up 65+% of your workforce. They work hard, deliver against goals, usually achieving at or near 100%. But at 5pm when they walk out the door, they leave the job behind. If they take anything home from work it might be frustration with the boss, or anger at a coworker, or a box of pencils.

They're good, but they could be great!

Some of your employees are 'great' employees. They have a passion for the business; they seek out problems and opportunities and make the most of them. When they leave the building they take a work problem with them. Then in a moment of relaxation their brain makes the right synaptic connection and they have a solution.

'Great' employees make up 20% to 40% of workers. However, according to a study done by Gallup, they're worth 240% more than 'good' employees.

To have all employees operate as great employees we must recognize certain realities of human nature.

- Employees need to be able to get stuff done. They need to be empowered to identify and remove obstacles to doing excellent work. Frustrated workers find it difficult to become fully engaged workers.
- Employees need to have a clear understanding of what is expected of them. Behavior is all you get from employees and they need to be able to define and deliver success behaviors, and define and ban behaviors which undermine success.
- Employees need to do meaningful work. People want their job to count. They want to make a difference.
- Employees need to maintain the right identity at work. People want to be seen as key members of an elite group. As people, we care about how others see us.
- Employees are adults and need to be treated as adults. By replacing manager to subordinate Parent/Child interactions with Adult-to-Adult interactions we enable employees to behave as adults and thus, as professionals.

Behavioral Advantage™ implements a methodology that turns all employees into great employees. Using tried and tested tools, it addresses the keys to driving employee and business success.

First is Structure. Structure provides the capabilities to get stuff done. It creates a powerful form of accountability called Peer-to-Peer Accountability which has proven itself to be far more disciplined and productive than manager-to-subordinate accountability. Behavioral Advantage™ provides a routine mechanism to focus on doing the right things, measuring the right things, and doing them exceptionally well. It enables managers to become very effective team leaders and lightens their management load.

Second is Behavior. Behavior is all you get from employees. Psychologists have shown that getting a desired behavior from employees is remarkably easy. Behavioral Advantage™ provides a set of tools that enables each employee and

his or her team to define success behaviors, and identify banned behaviors. Then through a mechanism of individual buy-in, written commitment, and Peer-to-Peer accountability ensures that each employee delivers only the right behaviors.

Third is Motivation. If you have a strong Structure and a discipline around Behavior, you'll guarantee 'good' employees. However, if you want 'great' employees, you must invigorate that Behavior. Behavioral Advantage™ provides a set of simple tools that allow the team to address the motivation question for each employee uniquely. Then through the same mechanism of individual buy-in and commitment, ensure that the right behaviors vigorously and enthusiastically deliver the right results.

The delivery of Behavioral Advantage™ consists of three days of team training, spread evenly over 60 days. This is a proven method to enable teams to absorb and implement: first Structure, then Behaviors, and finally Motivation. Once implemented, the Behavioral Advantage™ methodology persists in the organization because it not only improves the business's performance, but it improves the lives of the employees as well.