



The Key to  
**RETENTION**  
is  
**ENGAGEMENT**

RANDI FARGEN WITH CULTURE INDEX

# The Statistics are Staggering!!!

**Actively Engaged: 32%**

*Engaged Employees are 22% more productive*

**Disengaged: 51%**

**Actively Disengaged: 17%**

Approximately 7 out of 10 employees DREAD going to work everyday...

What is that doing to:

- Productivity
- Culture
- Revenue
- Profit
- Retention

# HOW DO WE KEEP EMPLOYEES ENGAGED??

## Job Alignment

- ✓ Get the Right People in the Right Seats

## Team Design

- ✓ Balance the team's strengths and shortcomings

## Education

- ✓ Fundamental Understanding of the Behaviors of the Team
  - ✓ How to Communicate, Manage and Motivate Each Individual

# Applied Behavioral Analytics

## 1. COLLECT DATA

- Culture Index is a 2-question survey (free choice format)
- Takes on average less than 10 minutes to complete

## 2. MOBILIZE THE DATA

- Learn to interpret the data
- Use the data to start making impactful people decisions

# 7 Work Related Traits

## Primary Traits:

- A – Autonomy
- B – Social Ability
- C – Patience
- D – Conformity

## Secondary Traits:

- EU –Energy Units
- L – Logic
- I – Ingenuity

# Two Graphs

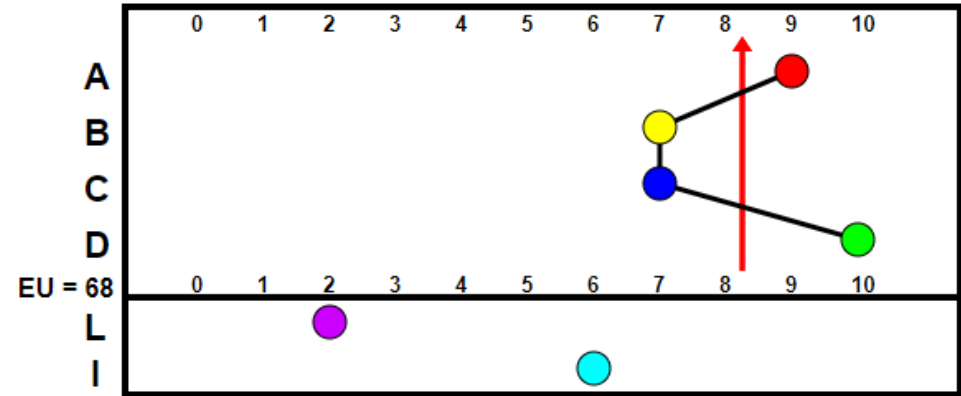
## Survey Traits

- ✓ Personality Thumbprint
- ✓ How you are hardwired

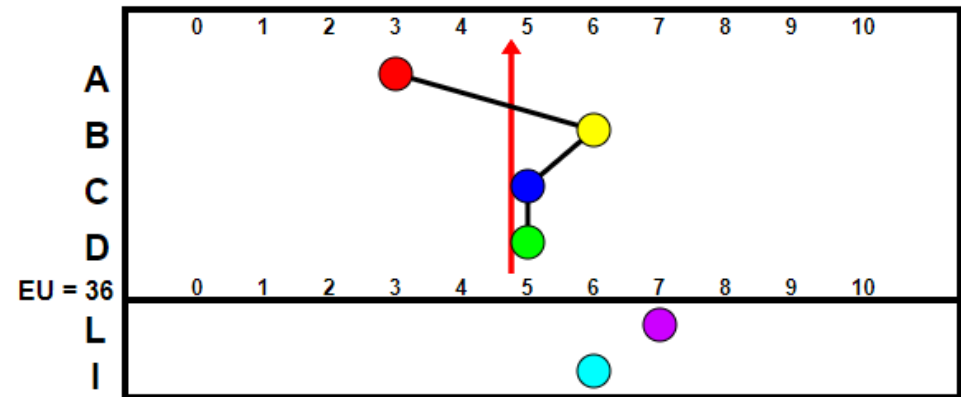
## Job Behaviors

- ✓ Snapshot in Time
- ✓ How you are modifying your natural wiring at work

Survey Traits



Job Behaviors



# Reading the Dots: A = Autonomy

## Low A (Left of the Arrow)

- ▶ Collaborative/Team Player, Follow the Vision, Tactical, Risk Adverse, Present Thinker

## High A (Right of the Arrow)

- ▶ Independent, Competitive, Strategic, Inner-Driven Ego, Risk Tolerant, Future Thinker
- ▶ GAS

# Reading the Dots: B = Social Ability

## Low B (Left of the Arrow)

- ▶ Introspective, Reserved, Quiet, Analytical, Skeptical, Solve Problems Internally

## High B (Right of the Arrow)

- ▶ Relationship Builder, Outgoing, Charismatic, Talk (a lot), Brainstorm out loud
- ▶ GLUE



# Reading the Dots: C = Patience

## Low C (Left of the Arrow)

- ▶ Impatient, Walk/Talk Fast, High Sense of Urgency, Multitasker

## High C (Right of the Arrow)

- ▶ Patient, Methodical, Calm within the Storm, Single-Task Focused

# Reading the Dots: D = Conformity

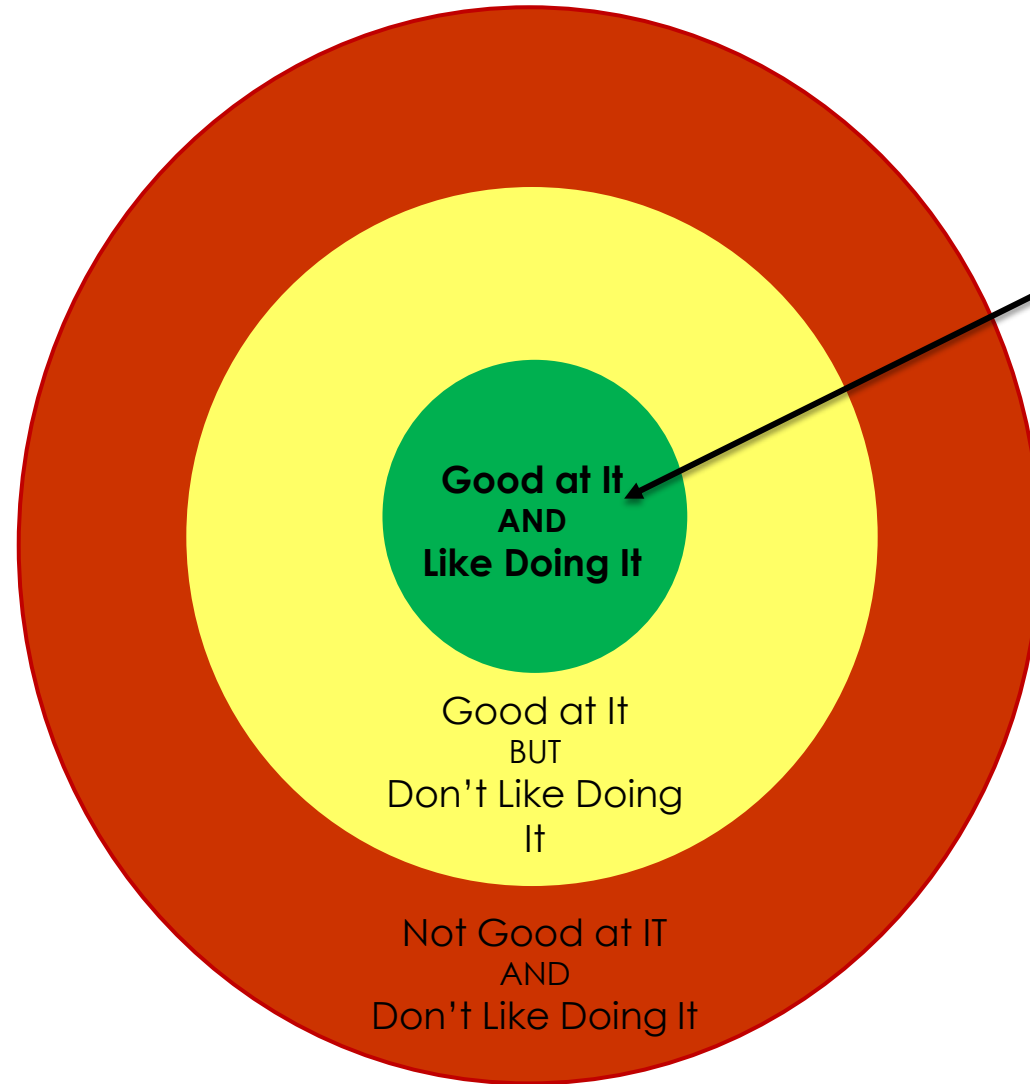
## Low D (Left of the Arrow)

- ▶ Rule Breakers, Think Outside the box, Challenge the Status Quo, Don't Like Minutia, Risk Tolerant

## High D (Right of the Arrow)

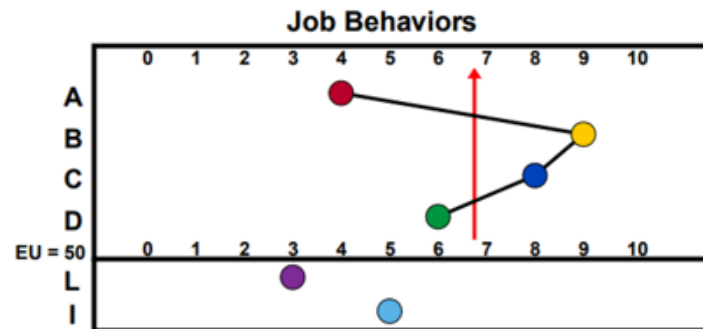
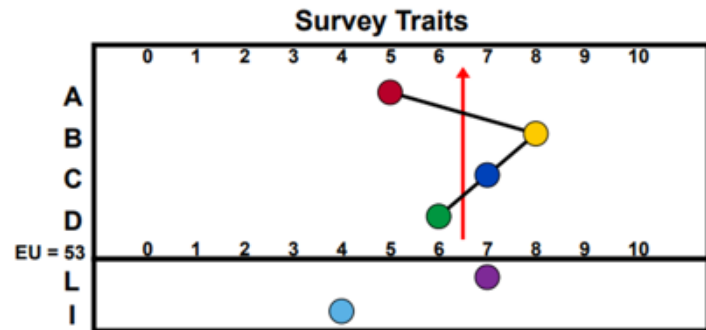
- ▶ Rule Followers (Right/Wrong), Knowledge=Power, Precise & Accurate Work, Mitigate the Risk
- ▶ BRAKE

# Job Alignment

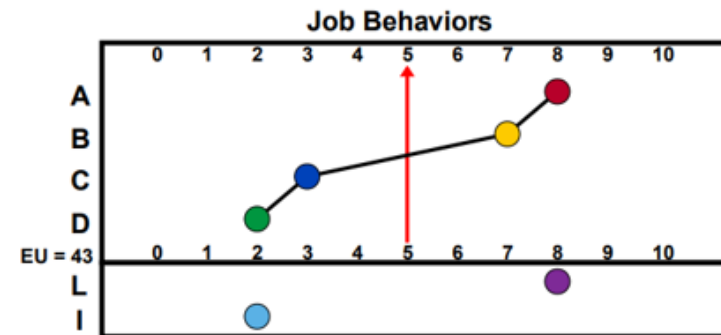
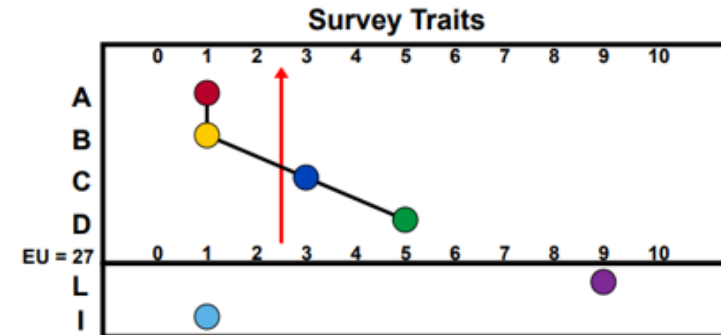


JOB ALIGNMENT  
How do we get  
here?

# Job Alignment



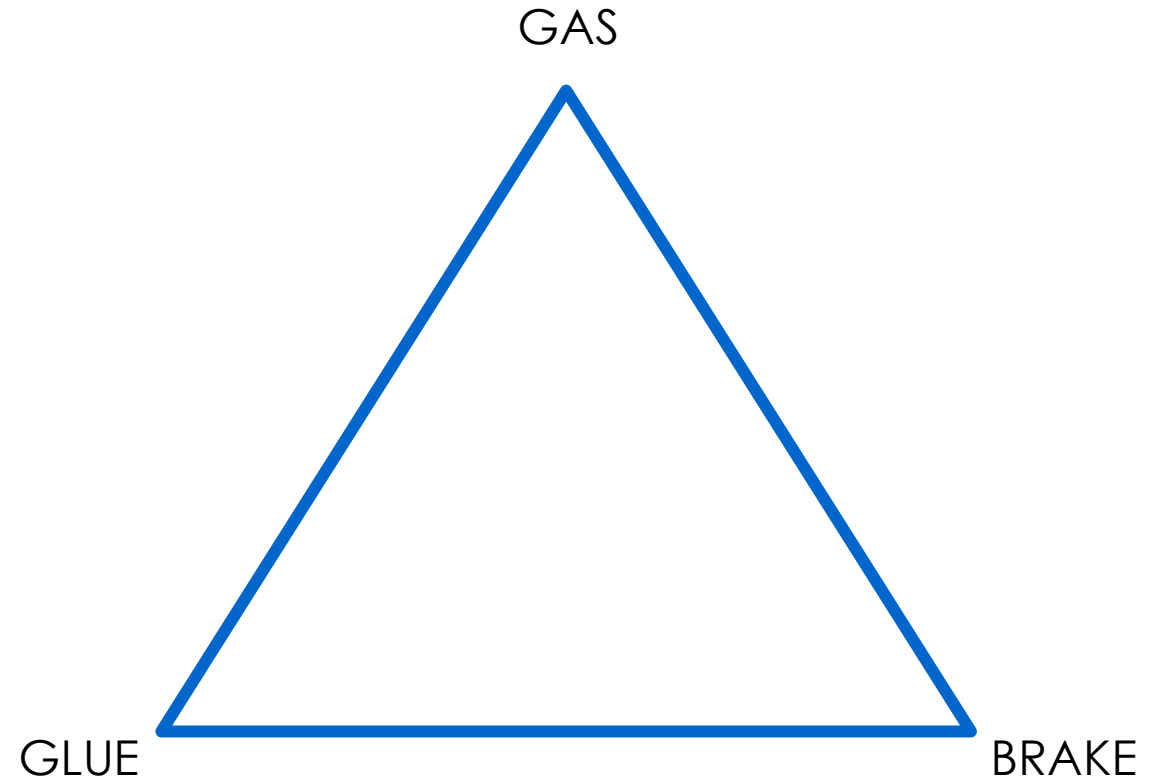
VS.



# Team Design

**You must have a balanced team in order to align each member's strengths with their role**

- Catalyst for Growth & Change
- Culture Builders – Retain Customers and Employees
- Execution of the Plan and Produce High-Quality Work



# Increasing Engagement Through Education and Understanding

## Traits:

Catalyst for Growth and Change, Very Independent and Competitive, Goal Driven, Inner-Directed Ego

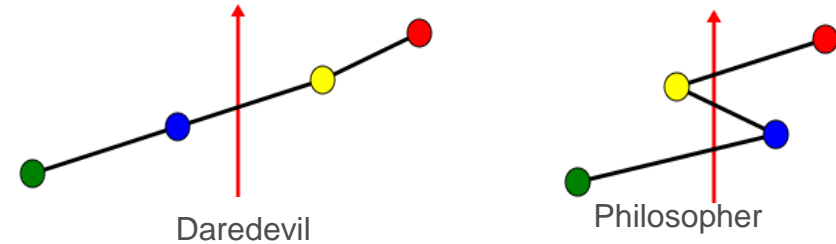
## Communication:

Find out What They Want First  
Give them the Net-Net  
Sell don't Tell

## Motivate:

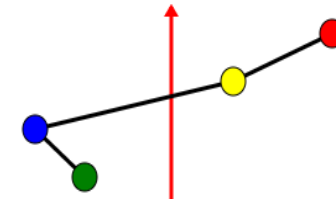
Know Their Goals  
Give them a Scorecard  
Challenge Them

## Visionary Patters

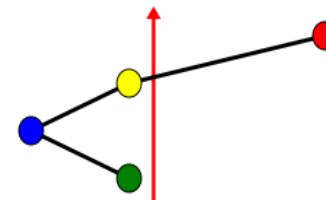


Daredevil

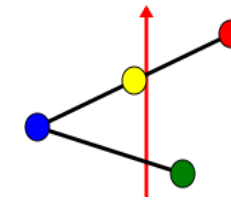
Philosopher



Trailblazer



Enterpriser



Architect

# Increasing Engagement Through Education and Understanding

## Traits:

Master Problem Solvers, Analytical,  
High Attention to Detail,  
Reserved/Quiet, Skeptical (Prove  
It), High-Quality Work

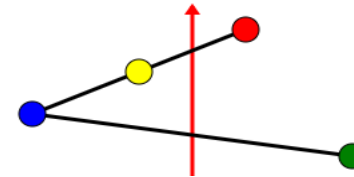
## Communication:

Text and Email  
Do Your Homework  
Factual Details in Writing

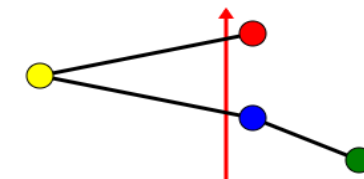
## Motivate:

Define Perfect  
Training, Training, Training  
Leave Them Alone!!

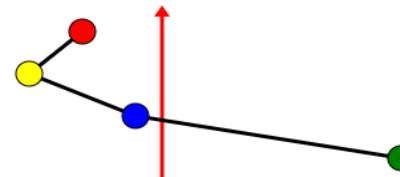
## Research Patterns



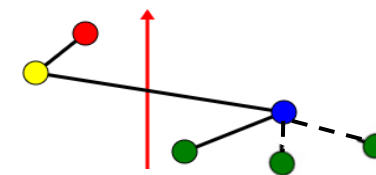
Tech Expert



Scholar



Specialist



Craftsman

# Increasing Engagement Through Education and Understanding

## Traits:

Builders of Relationships, Persuasive,  
Build Consensus, Culture Creators, Verbal  
Processors

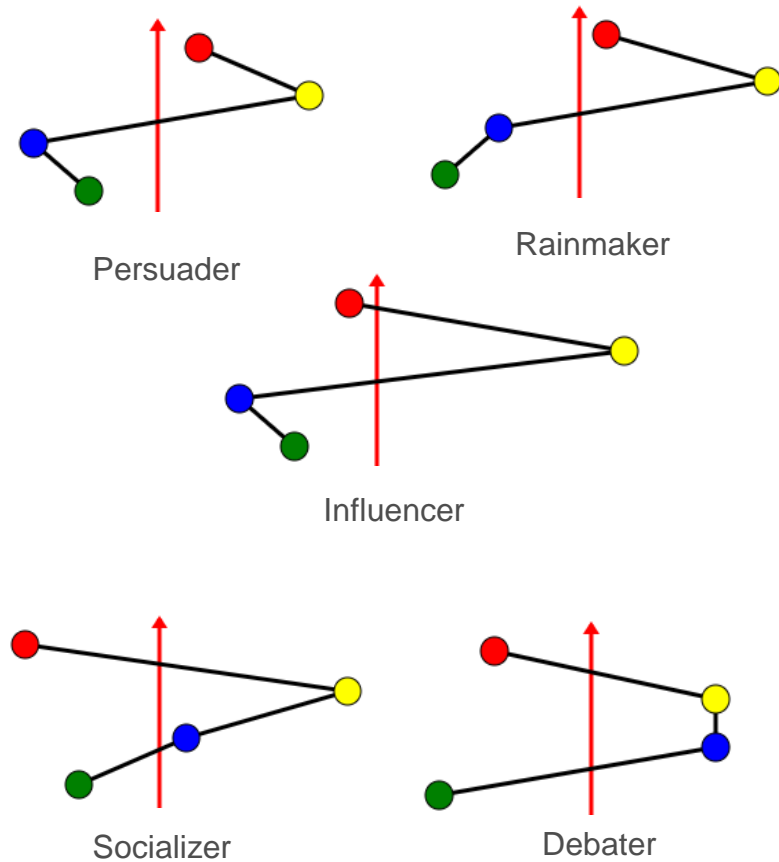
## Communication:

Face to Face  
Talk It Out  
3x Rule

## Motivate:

Show Them You Care  
Public Praise  
Include Them

## Social Patterns





# Increasing Engagement Through Education and Understanding

## Traits:

Ultimate Task Masters, Accurate & Thorough Work, Great Attention to Detail, Make Organization Healthy – The Executors

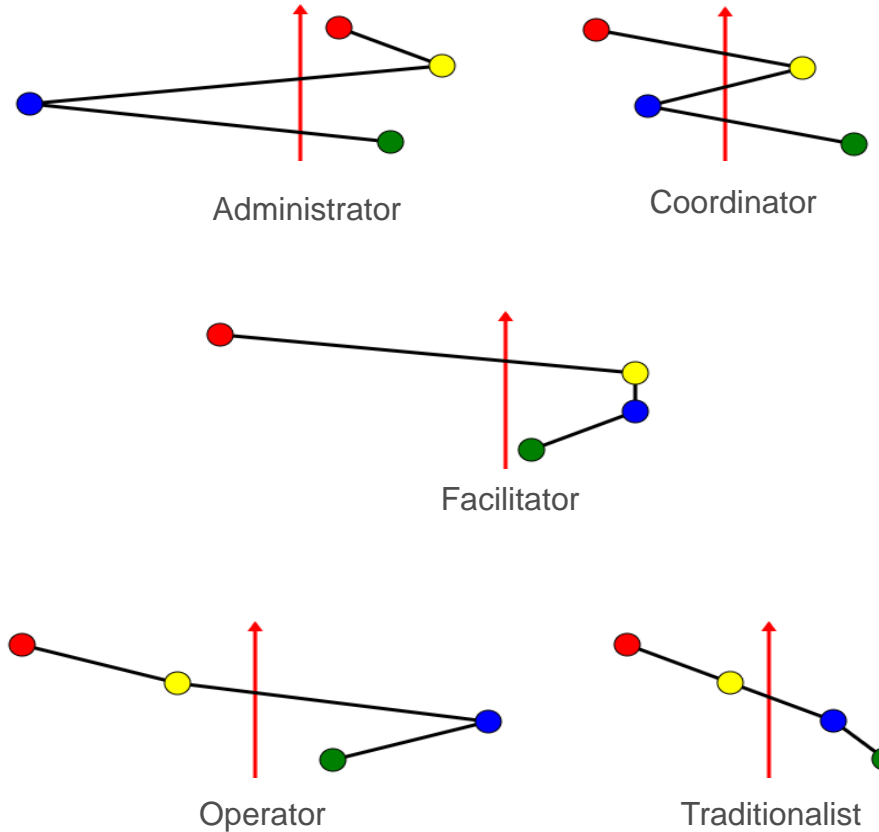
## Communication:

Talk Through It  
Ask “What Did I Leave Out?”  
Q&A

## Motivate:

Clear Direction, Knowledge and Process  
Need Prioritized Checklists  
Remove Risk

## Organizational Patterns





# Summary

1. JOB ALIGNMENT
2. TEAM DESIGN
3. EDUCATION AND THE PLATINUM RULE

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