Positive Traits
- Adaptability
- Self Confidence
- Proactive
- Reliability
- Ambition

Professional Characteristics
- Loyalty
- Honesty
- Solutions Driven
- Reliability
- Energy
why
**why**

It's the most fascinating word in the dictionary.

Without it, creativity and problem solving are lost. It moves us to get up in the morning. It moves us to take action. It's what drives every human activity with heart.

**Why drives purpose.**
conscious capitalism

a #TRN production
YOU LOVE IT

YOU ARE GREAT AT IT

YOU ARE PAID FOR IT

PASSION

MISSION

PROFESSION

VOCATION

THE WORLD NEEDS IT

PURPOSE
Unlike some businesses that believe they only exist to maximize return on investment for their shareholders, Conscious Businesses focus on their whole ecosystem, creating and optimizing value for all, understanding that strong and engaged stakeholders lead to a sustainable, resilient business.

They recognize that, without everyone working towards the same, meaningful purpose, there is no business.
your purpose motive must be directly aligned to your profit motive
6 purpose motives that drive profit motives
to empower every person and every organization on the planet to achieve more

- Microsoft
to help people with creative ideas succeed
- Squarespace
to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time

- Starbucks
to embrace the human spirit and let it fly

- Virgin
to create a better everyday life for the many people
- Ikea
to improve the health and happiness of the world

- Headspace
does your why answer the so what?
4 groups
4 questions
what gets you up in the morning?
why is what you're doing so different?
what impact do you want your business to have?
what is your why?
people don't buy what you do, they buy why you do it
strategic planning
Ishikawa diagrams (also called fishbone diagrams, herringbone diagrams, cause-and-effect diagrams, or Fishikawa) are causal diagrams created by Kaoru Ishikawa (1968) that show the causes of a specific event.

It is known as a fishbone diagram because of its shape, similar to the side view of a fish skeleton.
1. Vision / Goal

2. Reality
   - Strengths
   - Weaknesses
   - Opportunities
   - Threats

3. Options
   -
   -
   -
   -
   -
   -

4. Milestones
   - Short Term
   - Medium Term
   - Long Term

5. Actions
   - What?
   - Who?
   - When?
innovation
pick a number between 1 and 10
multiply your number by 9
add the two digits together
subtract 5
1 = A, 2 = B, 3 = C, 4 = D, etc...
“A person’s mind is like a parachute. It only works when it is open.”
90 DAY CHALLENGE
personalities
what do you see?
<table>
<thead>
<tr>
<th>Introverted</th>
<th>Thinking</th>
<th>Extroverted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed focused</td>
<td>Results focused</td>
<td></td>
</tr>
<tr>
<td>Methodical</td>
<td>Driven by success</td>
<td></td>
</tr>
<tr>
<td>Process driven</td>
<td>Enjoy leading others</td>
<td></td>
</tr>
<tr>
<td>Love accuracy</td>
<td>Don’t have time for small talk!</td>
<td></td>
</tr>
<tr>
<td>People focused</td>
<td>Fun focused</td>
<td></td>
</tr>
<tr>
<td>Avoid conflict</td>
<td>Sociable and gregarious</td>
<td></td>
</tr>
<tr>
<td>Caring / empathetic</td>
<td>Multi-taskers, that get bored easily!</td>
<td></td>
</tr>
<tr>
<td>Love harmony</td>
<td>Creative</td>
<td></td>
</tr>
</tbody>
</table>

EARTH

WATER

AIR

FIRE

THE RECRUITMENT NETWORK™
coaching
Goal

Reality

Options

Will

What do you want to do?

What will you do?

What are your options?

What is happening now?
• What amount of money do you want to earn in 2015?
• To do so, what amount of £ billings will be required?
• What is your average fee/margin/fill%?
• How many placements / assignments must you make / complete?
• What is your 1st-interview-to-placement / completed search / ratio /average?
• How many first interviews must you achieve in order to achieve?
• How many per week does this mean?
• To achieve your financial goals for 2015, what is the one important thing you need to start doing?
• What is the one most important thing you need to stop doing this year?
• In what one area do you believe your skills need to improve most?
• What can the company/your manager do to assist you in the achievement of goals?
• What is the one thing that would immediately start to improve your performance?
Feedback is a way of giving individuals information about their performance, which they would not otherwise receive.

**Reinforcing Feedback:**
To motivate someone to continue what they’re doing

**Adaptive Feedback:**
To help someone change or improve what they’re doing

What is going well?  
What isn’t going so well?  
What needs to change / improve?
motivation
Only 15% of workers consider themselves 'highly motivated': 24% admit to 'coasting', and 8% to being completely demotivated

Money is not the answer: 55% agreed that while salary motivates them to turn up for work, other factors are required to motivate them to work hard

Only 38% expressed a sense of loyalty to their company: 54% are prepared to leave for a higher salary; 41% would leave for a more interesting job or better career prospects

Employees believe they would be 45% more productive if doing a job they loved; 28% more productive with better training; 28% said they would be more productive with a better boss

Source: (Hay Group) Bulletpoint Communications
Organisations with higher engagement level

- Outperformed the total stock market index
- Posted total shareholder returns 22% higher than average
- Twice the annual net income

Companies with engagement scores in the top quartile averaged 12% higher customer advocacy

84% of ‘Worlds Most Admired’ Companies stated their efforts to engage employees had strengthened customer relationships
Engagement scores in the top quartile averaged 18% higher productivity.

71% of companies with above average employee engagement performed above their sector average.

59% of engaged employees say work brings out their most creative ideas – only 3% of disengaged employees agree.

Engaged employees are more likely to search out new methods, techniques and transform innovative ideas.
Engaged employees in the UK take an average of 2.7 sick days per year, while disengaged staff take 6.2

Sickness absence costs the UK economy £17 billion per year

Bottom 10% has 2x voluntary turnover
If I reward someone for something, I get more of the types of behaviours that I want

If I punish someone for something, I get less of the types of behaviours that I don’t want
How much do we know about what actually motivates our employees?

- Achievement by self and department
- Advancement and promotion
- Company policy and administration
- Job – possibility of it gaining new challenges
- Job – interest in the work itself
- Company management
- Personal relationships – with colleagues
- Personal life (factors outside work)
- Recognition for good work
- Responsibility
- Salary
- Security
- Status
- Good physical working conditions
- Company Mission/Vision

1 to 15

1 being the factor that motivates you the most

15 being the factor that motivates you the least
Employee Engagement Benchmark in partnership with Global Recruiter

- Salary
- Job interest in the work itself
- Achievement by self and department
- Advancement and promotion
- Recognition for good work
- Job possibility of gaining new challenges
Employee Engagement Benchmark in partnership with Global Recruiter

- Salary
- Job – interest in the work itself
- Achievement by self and department
- Advancement and promotion
- Recognition for good work
- Job – possibility of gaining new challenges

1350 Recruiters
64% of employees said they have more to offer than they are currently demonstrating or being asked to demonstrate at work.

- UK Populus survey
“Many people go fishing all of their lives without knowing it is not fish they are after.”

- Henry David Thoreau
- Achievement
- Recognition
- Job Challenge
- Responsibility
- Advancement
- Growth
Dissatisfaction

- Company Policies
- Management
- Work Conditions
- Salary
- Status
- Security
teamship
WHY DO I HAVE TO GO FIRST?

THERE'S NO I IN TEAM DAVE
Lack of Common Goal
Avoidance of Accountability
Lack of Commitment
Fear of Conflict
Lack of Trust
CX
transformational customer engagement is critical
Operation Goldmine
-42 +23 = NPS -19

Source: Staffing Industry Analysts – Contingent Workforce Managers Survey
Celebrity Shoes
The Sole of Hollywood
Define your brand proposition
Reputation at 40,000ft

Personable, Friendly, Innovative, Efficient
Moments of Truth

Personable, Friendly, Innovative, Efficient

- Booking
- Receiving Tickets
- Check In
- Boarding
- TV System
- Food and Beverage
- Toilets
A Reality Check

Personable, Friendly, Innovative, Efficient

- Booking
- Receiving Tickets
- Check In
- Boarding
- TV System
- Food and Beverage
- Toilets

Tolerate

Disgust

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Thank you!