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**UP YOUR  
CULTURE**

by THE CENTER FOR SALES STRATEGY



# 3 Ways to Engage Your Employees As You Transition Into Your New Return-To-Office Plan



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# What's Ahead:

- The “Great Resignation”
- What does “next” look like?
  - Return to Office
  - Fully Remote
  - Hybrid
- The Four Engagement Elevators
- Strategies for success in all three models
- Questions you can ask your employees that will help (The Growth Guide)
- Universal Pro Tip you can use to improve culture and increase engagement



# The “Great Resignation”



During the months of April, May, and June 2021, a total of **11.5 million** workers quit their jobs!

(U.S. Department of Labor)



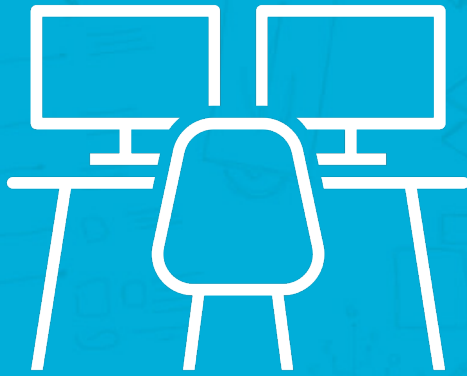
Nearly **half** of all employees are considering leaving their current role this year.

(Microsoft)





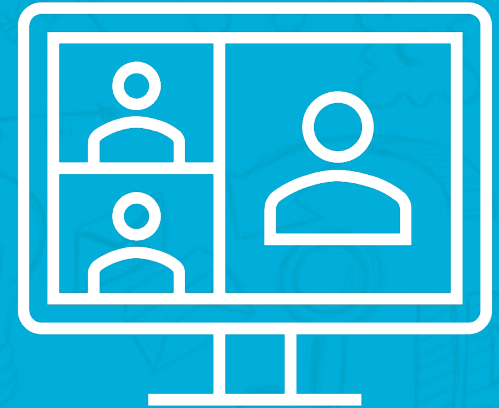
# What Does “Next” Look Like?



1. Return to Office?



2. Fully Remote?



3. Hybrid?







“For the first time in a long time, people are asking if the work they’re doing is **really valuable**. What is the value of my time, the impact I’m making on the world, and the sacrifice I’m making relative to other things I could be doing?”

– Colleen McCreary, CPO Credit Karma







“They want meaningful – though not necessarily in person – interactions, not just transactions”

– McKinsey & Company





# What is Engagement?

***“Emotional commitment and a willingness to give your best at work.”***

**Employees feel as though:**

- They have a stake in the game and a sense of purpose.
- They know what they are playing for and what they will win.
- They are willing to give everything they’ve got to achieve that success.





**17%** more  
productive.



**26%** greater  
annual  
increase in  
revenue.



**3X** more likely  
to retain  
employees.



Targeted by  
**94%** of job  
seekers.



- # IDEA TEAM

# Golden Rule:

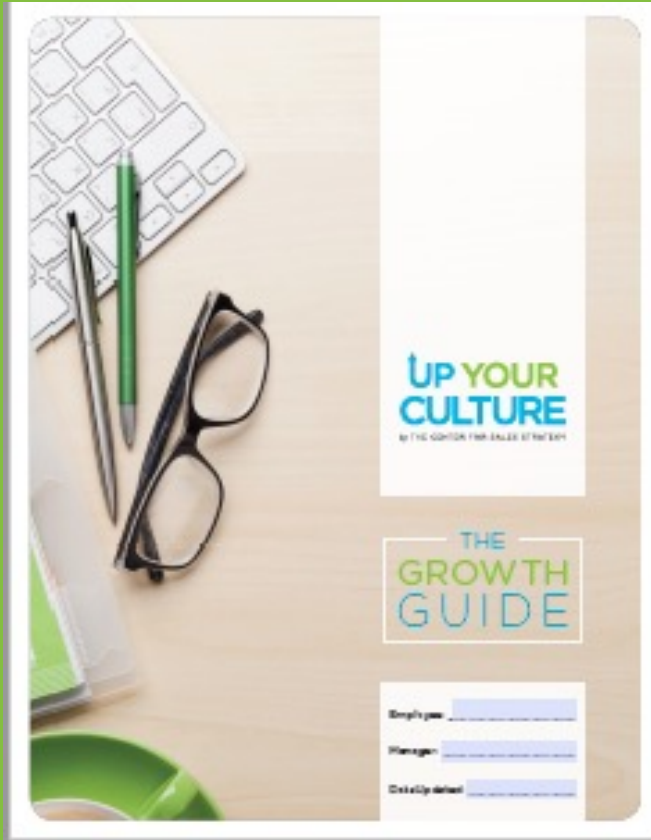
Treat other people  
the way **you** would like  
to be treated.

# Platinum Rule:

Treat **other** people  
the way **they** would like  
to be treated.







- Build **strong** relationships
- Show employees you **care**
- **Coach** people individually
- Improve **performance**
- Increase **retention**



## Return to Office



- A survey from Harvard Business School of 1,500 employees revealed that 81% of them either **don't want to come back** to the office at all or prefer a hybrid model.
- A large study by Flexjobs recently showed that 27% of employees would be willing to take a **20% pay cut** just to continue working from home.

# Return to Office

1. Make sure you have a strong **Employee Value Proposition (EVP)** that does not include things like beverage machines and ping pong tables.
2. Remember that change is more palatable when people feel as though they're **an active part of the discussion**.
3. Break down the wall separating work and home. **Ask** about how your employees are feeling and **listen** to their concerns, frustrations, disappointments with empathy.



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- A blue line drawing of a person sitting on a large, open briefcase. The person is depicted as a simple figure with a rounded head and torso. The briefcase is large and has a prominent handle and a latch. In the background, there are faint, stylized outlines of other people, suggesting a crowd or a public setting. The overall style is minimalist and symbolic, representing the concept of being burdened by debt.



# Ask Questions Like:



- What is one of your most important professional goals for the next year?
  - What plans do you have to accomplish that goal?
  - How can I help you achieve that goal?
- What would be the best challenge we could give you at work right now?



## Fully Remote



- According to Forbes, **by 2025** an estimated 70% of the workforce will be working remotely at least five days a month.
- Flexibility in both location and hours is important. **89% of companies report better retention rates** with increased flexibility of both.

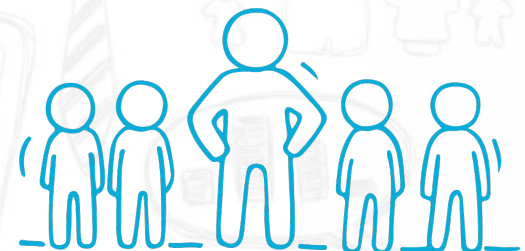
# Fully Remote

1. Create a **shared mission** that everyone feels passionate about and frequently discuss the “why.”
2. Consider how you can **over-communicate** with you team on their tasks, next steps, objectives, and potential obstacles.
3. Establish **rules of engagement** for how and when employees will communicate with each other.



# Fully Remote

4. Conduct **regular one-on-one check-ins** with your employees to help them keep track of their work, discuss next steps, deal with obstacles, and strengthen your relationship.
5. Consider ways to ensure your employees are seen and recognized for their contributions with techniques like “High Five Friday.” Make sure your **recognition is highly specific** in order to be meaningful.
6. Seek opportunities to provide **effective feedback** on their performance to help them grow and improve.





# Ask Questions Like:



- What suggestions do you want to share with me related to the way things will get done here?
- Do you lack any resources that would help you be more successful in your job?
- When you're successful, whom do you want to hear about it?



## Hybrid



- A recent Gartner study showed that **82% of company leaders** intend to support a hybrid model in the future.
- Only 1 in 5 executives planned a full return to the office, but most believe **some time together is needed** to maintain company culture (PWC).

# Hybrid


1. Treat remote work and in-office work as **equally important and valid**. It's helpful if you have examples of senior leaders working remotely.
2. As you're building out your communication strategy, **consider how it will work for your remote workers first**. If the systems and processes will be effective in a remote experience, then consider the experience of your in-office employees.



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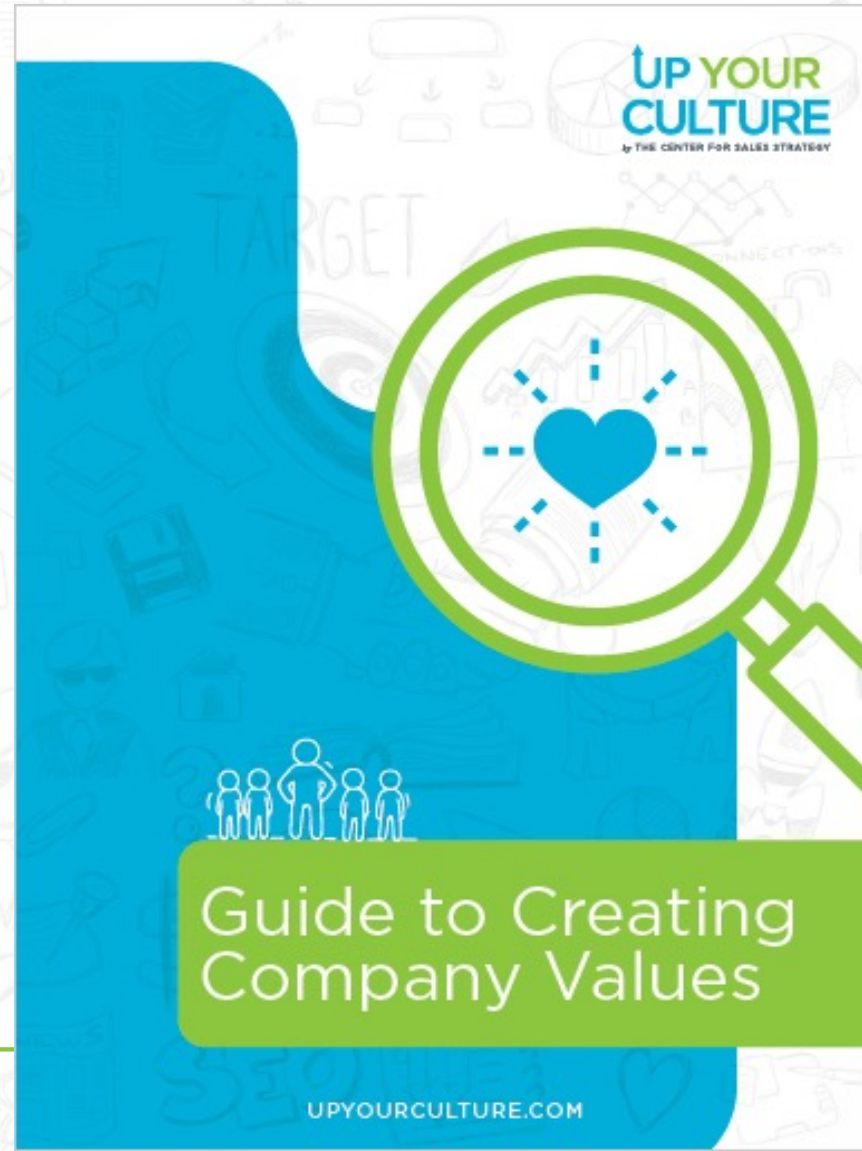


# Ask Questions Like:

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- Imagine for a moment, that you were managing you, what would be your top three priorities to make you as productive and successful as possible?
  - When we have the opportunity to work on a project together, how can I be most helpful and productive for you?
  - When I have an important topic to discuss, would you prefer that happen face-to-face, over the phone, or by email/text?



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