



The Power of an Engaged & Empowered Employee

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NAMI Outlook Conference

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The High Cost of Turnover

23.4%

U.S. voluntary turnover rate (US Bureau of Labor Statistics)

\$35,000

Average pay for manufacturing employee

\$17,500

Replacing an employee costs one-half to five times that employee's annual salary

\$402,500

Annual cost of turnover for a firm of 100 employees



Source: <http://www.gallup.com/businessjournal/106912/turning-around-your-turnover-problem.aspx#3>

CRPP Study: The Mind of the Food Worker

- Conducted July – August 2015
- Online and onsite surveys administered to 2039 food workers
- Food workers from the United States and Canada employed in:

Production

Process

Distribution

- Gathered input on:

Technology

Employment

Education / Training

Safety

Health

Communications

Why Conduct a Survey among Food Workers?

- Minimal demographic/psychographic information available
- Historical research has narrow focus (i.e. foodservice)
- Extreme diversity in age, gender, culture and experiences exist
- Leadership, management and front line worker alignment unknown
- Food worker needs/preferences lacked definition



Introduction & Methodology: Food Industry Leaders

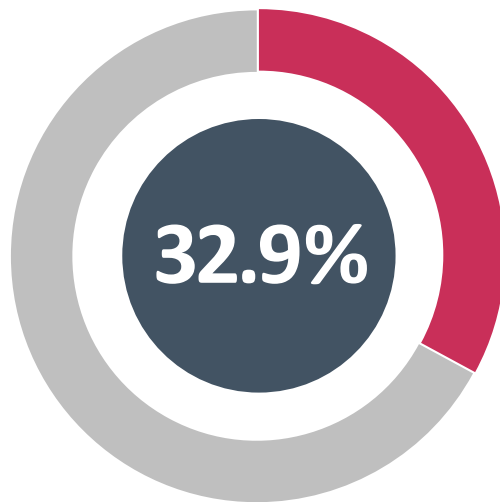
- The study included surveys among U.S. and Canada leaders in the food industry on:
 - Management concerns
 - Obstacles faced
 - Where time is spent
 - Production efficiency
 - Employee engagement
 - Operational strengths and weaknesses
- These online surveys were conducted July 20 – August 7, 2015
- A total of 79 surveys were completed among randomly selected food industry leaders



Additional Opportunities

Leadership Survey Results

We are making changes to accommodate new Millennial employees and the way they learn.



Said yes

INSIGHT:

Recruiting, incentive programs, onboarding, compensation, training, coaching is in **status quo mode** reflecting baby boomer needs.

Do you have a strategy for attracting new talent?



33%

Millennials currently make up over 1/3 of the US workforce

Source: Wall Street Journal



3 years

Average job tenure for millennials

Source: CNBC



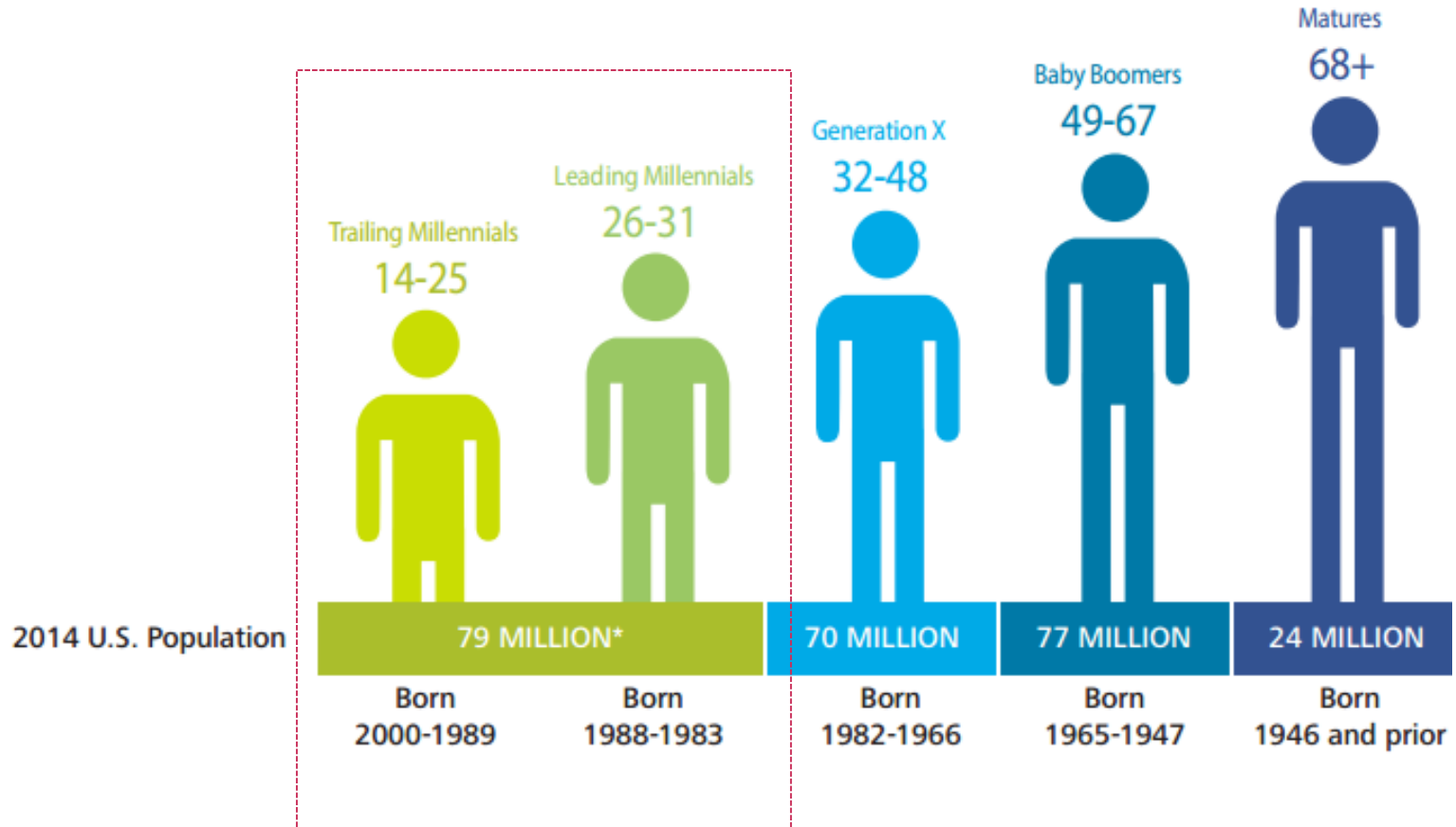
64%

Of millennials said they would rather make \$40K at a job they love than make \$100K at a job they think is boring

Source: Deloitte Millennial survey 2014

Millennials are not only our current and future employees (and bosses) but they are our current and future customers. Understanding their personal views will only help us thrive in our businesses. - Forbes

Generations



Characteristics of Millennials

- Optimistic
- Civic duty
- Confident
- Respect for diversity
- Informal
- Persistent/determined
- Social awareness
- Team oriented

Source: University of Houston



Millennials in the Workplace

- Want options & choices
- Expect attention
- Expect feedback
- Multitask through multimedia
- They are impatient
- Want to be led
- Desire positive reinforcement



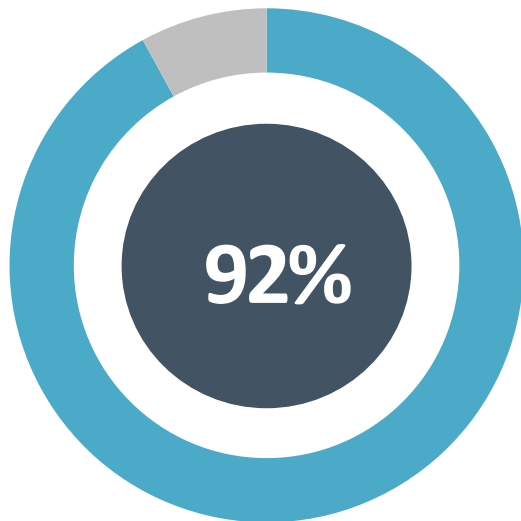
Source: University of Houston

Additional Opportunities



Food Worker Survey Results

Use of social media is popular among all demographic groups.



Said YES

INSIGHT:

Online reputation and engagement is crucial to recruiting and retaining talent, as well as overall brand protection.

Attracting talent will depends on your online reputation

- Facebook and YouTube top two
- Leverage your online reputation
- Keep your website up to date
- Put your mission, vision, values into action online



Tell your story with impactful content...



Target Careers @TargetCareers · 3h

The Target team is at #NBMBAA15! Stop by booth 629 to say hi.



4 10

A banner for Target's career page. It features a red vintage car with two people inside, set against a background of large red polka dots on a white background. Below the banner is a navigation menu with three main sections: "join our team", "CAREER AREAS", and "already have an application in progress?".

join our team

search job, keyword(s), city or state

join our stores team!

CAREER AREAS

At Target, your career will grow and change as your skills and interests take you in new directions. Explore career areas A to Z to learn more, or check out our videos where team members share their experiences firsthand.

- administrative support
- advertising & marketing
- assets protection & loss prevention
- business intelligence &
- human resources
- information & cyber security
- information technology
- law

already have an application in progress?

- hourly & distribution center jobs
- management & corporate jobs

Tell your story with impactful content...

Alchemy Systems
21 hrs · 🌐

Check out the spread #AlchemyConference attendees are enjoying today thanks to our customers.



👍 Like 💬 Comment ➦ Share

Caitlin Carter, Marnie van der Laan, Valerie Moss-Deegan and 6 others like this.

Alchemy Systems
Yesterday at 8:13am · 🌐

Robyn Benicasa addresses #AlchemyConference attendees talking leadership development.



wes burke @WeePBurke · 18m
We are hiring! @Alchemy_Systems is hiring the best! Reach out for details. #alchemy #alchemist #ATX #Toronto #guelph

wes burke @WeePBurke · Sep 22
Alchemy HR Team enjoying the #AlchemyConference! #HR #ATX @Alchemy_Systems



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Careers



[Our Culture](#) [Job Openings](#) [Benefits & Perks](#) [Alchemists](#)

Start the Career of a Lifetime!

What makes Alchemy such a great place to work? Our passion and commitment to 'Protecting People, Profits, and Brands' shows in everything we do. Our days are dynamic, fast-paced, and focused on innovative solutions and high quality service for our clients. We recognize that our employees are our greatest asset and the reason for our continued growth and success. Our environment is flexible, fun, and collaborative, encouraging open and honest communication.



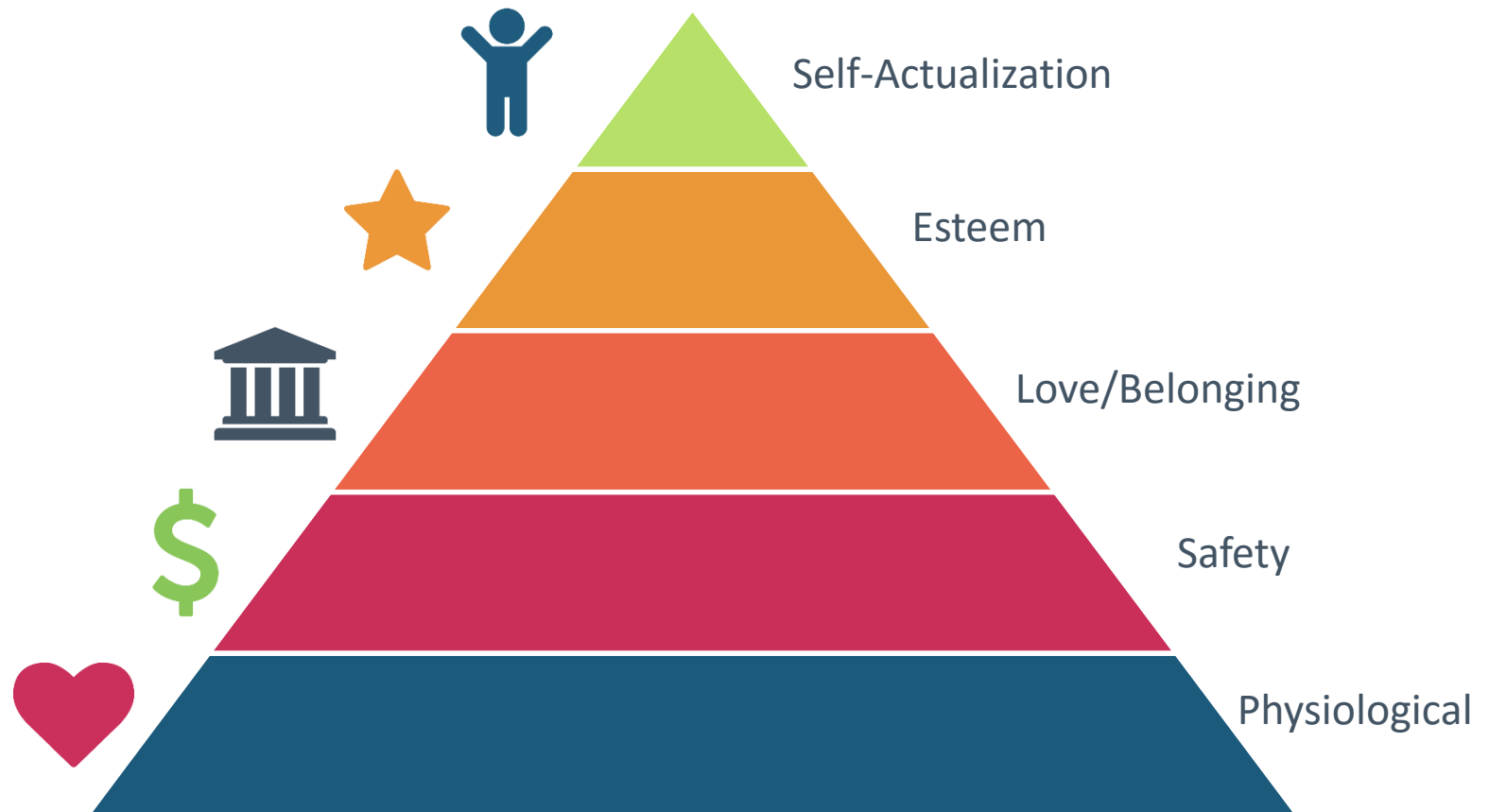
TOP 100
DIGITAL COMPANIES IN AUSTIN

APPLY NOW

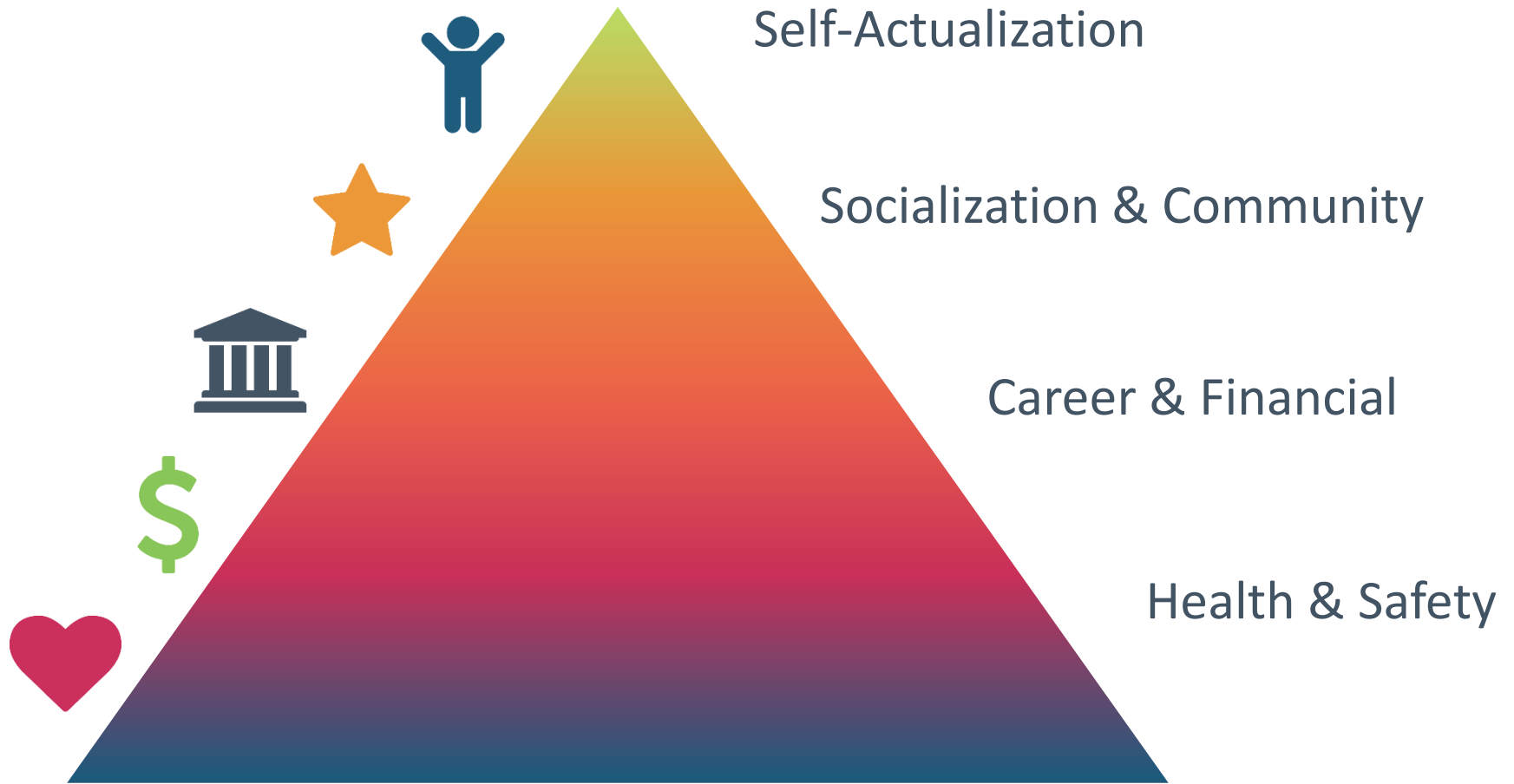
Check Us Out on
Glassdoor

"Working for Alchemy is more like becoming a member of a family. We support, help, and encourage each other personally and professionally every single day."
Holly, Product Management

Maslow's Hierarchy of Need

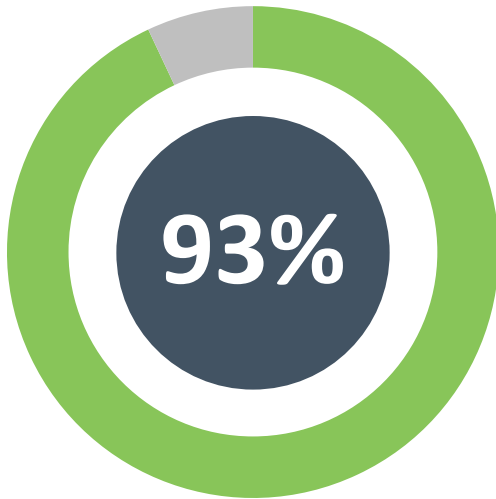


Maslow's Applied to Employee Well-being



Food Worker Survey Results

Do you have the confidence to stop working when you see a safety or product problem?



Strongly or somewhat agree

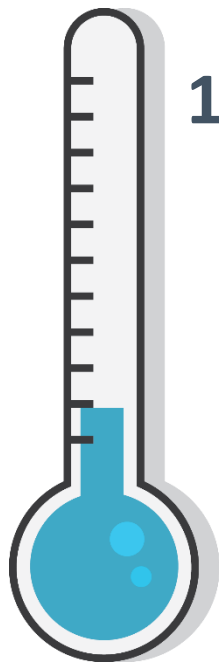
INSIGHT:

Large majority of employees understand their role in both food safety and workplace safety and are accountable.

♥ Heads up!

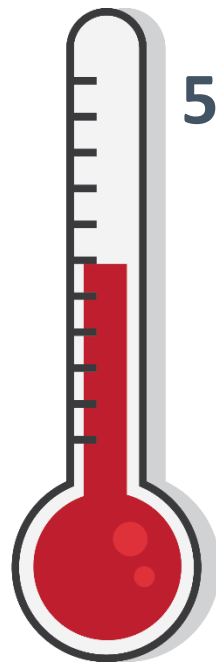
Leadership Survey Results

How often leadership believed their workers go to work when they are sick.



18.4%

What Leaders Think
Employees Do



50.8%

What Workers
Actually Do

Always or Frequently

INSIGHT:

Address culture of team
commitment.

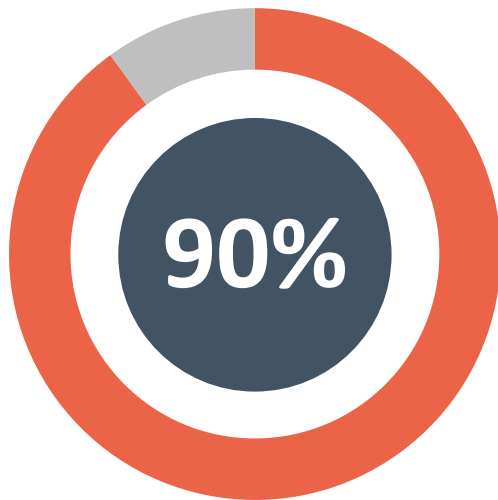
- 47% don't want to let co-workers down
- 45% can't afford to lose pay



Health & Safety

Food Worker Survey Results

Percentage of employees that feel very or somewhat responsible for customer health.



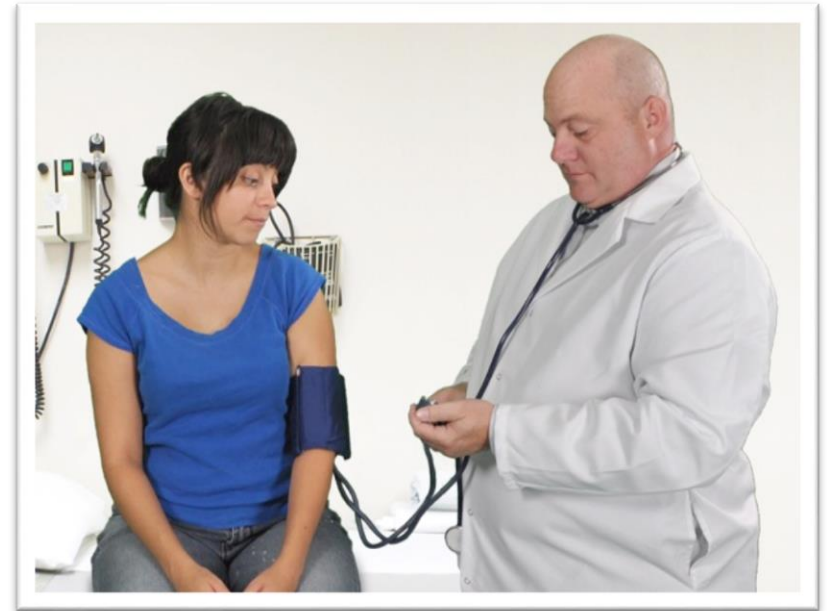
Very or somewhat responsible

INSIGHT:

Impressive majority of employees connect the 'why' behind food safety and are accountable.

Health

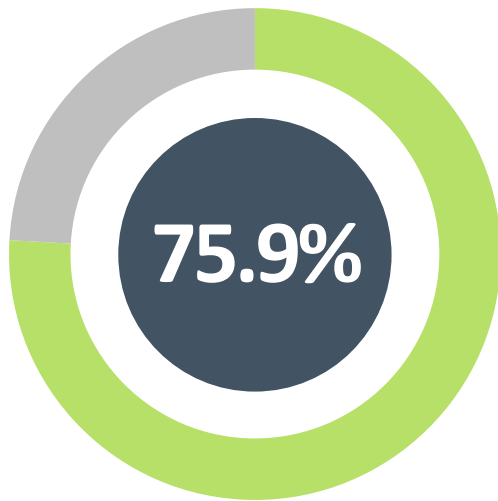
- Educate employees on the potential impact
- Offer preventative care on site
- Establish wellness programs
- Address sick leave policies
- Health benefits-
 - VOI vs ROI
 - Manage/Reduce Disability Claims
 - Employee Satisfaction
 - Business Performance and Productivity
 - Attract and Retain
 - Reduce Sick Days



\$ Career Progression

Food Worker Survey Results

I want to have an opportunity to be promoted or move up within my current company.



Said YES

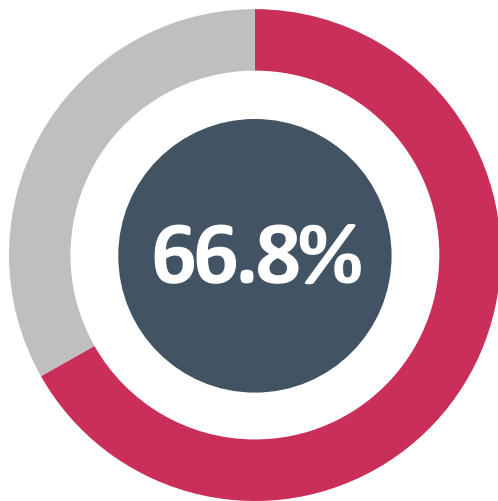
INSIGHT:

Leverage these employees to address growing skill gaps and the need to fill leadership positions.



Food Worker Survey Results

I want to be involved in the development of training.



Said YES

INSIGHT:

Leverage these willing, 'in house' experts to help create training.

\$ Financial & Career

- Create clear progression paths
- Offer opportunities to earn credentials
- Implement a total rewards program
- Opt-out 401K options

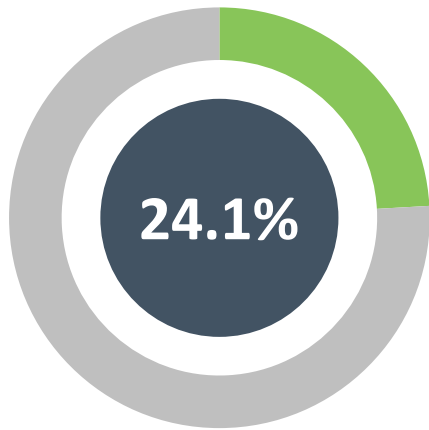


2013 OSHA Safety Incidents Data

- There were 71,800 cases of on the job injuries in the food industry
 - Of those, 47,000 resulted in the worker needing to take days off work
- The average incident rate for the food industry was 5%

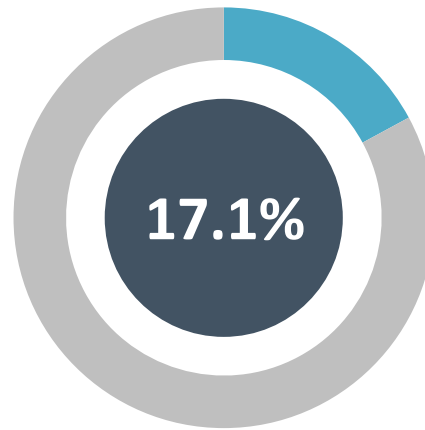
Food Worker Survey Results

I have been injured at my current job.



Said yes

I was injured in my first year.



Said yes

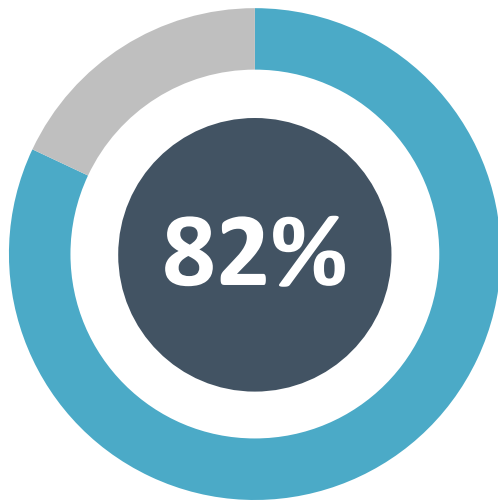
INSIGHT:

The first year is the highest risk year, onboarding and coaching is very important. Continue focus on employee safety and actively engage employees to identify and report barriers.

★ Socialization

Food Worker Survey Results

Do you have a supervisor, manager or trainer that you can go to with questions, help or advice?



Said yes!

INSIGHT:

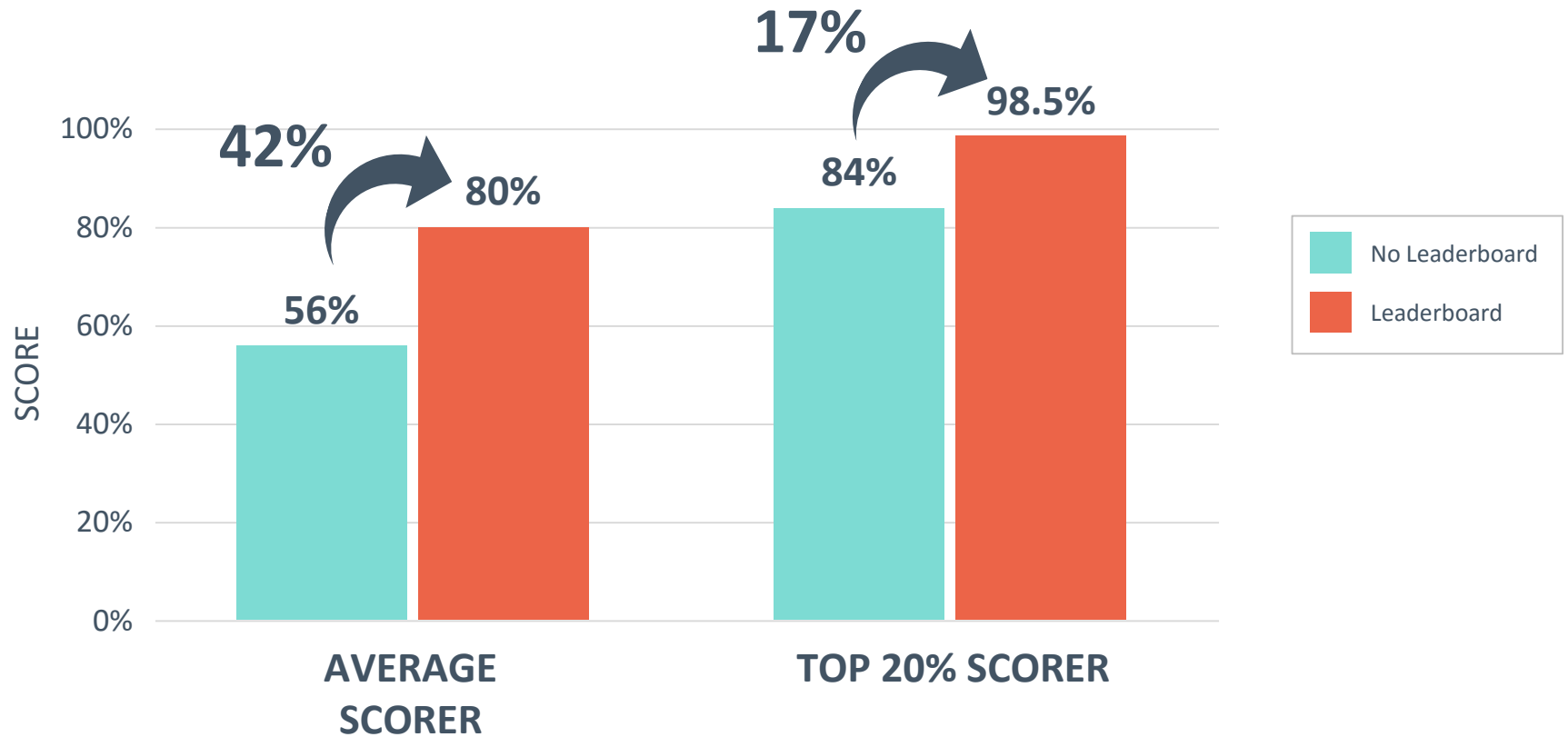
Majority of food workers trust management to help them in their jobs.

★ Socialization

- Leveraging Socialization to learn
- Offer badges, certifications, and recognition
- Use social media to connect people



★ Real-time Leaderboard Impact

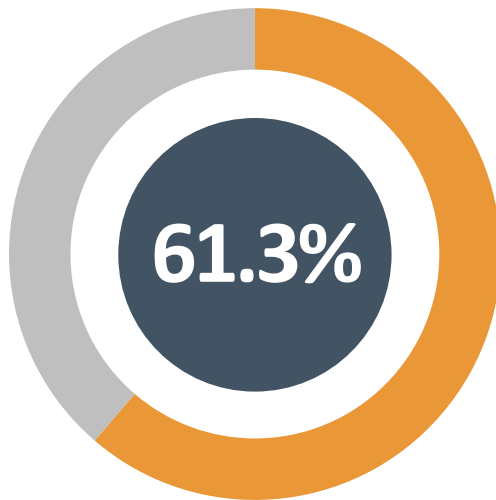




Quality of Life

Food Worker Survey Results

I consider my quality of life to be good.



Said YES

INSIGHT:

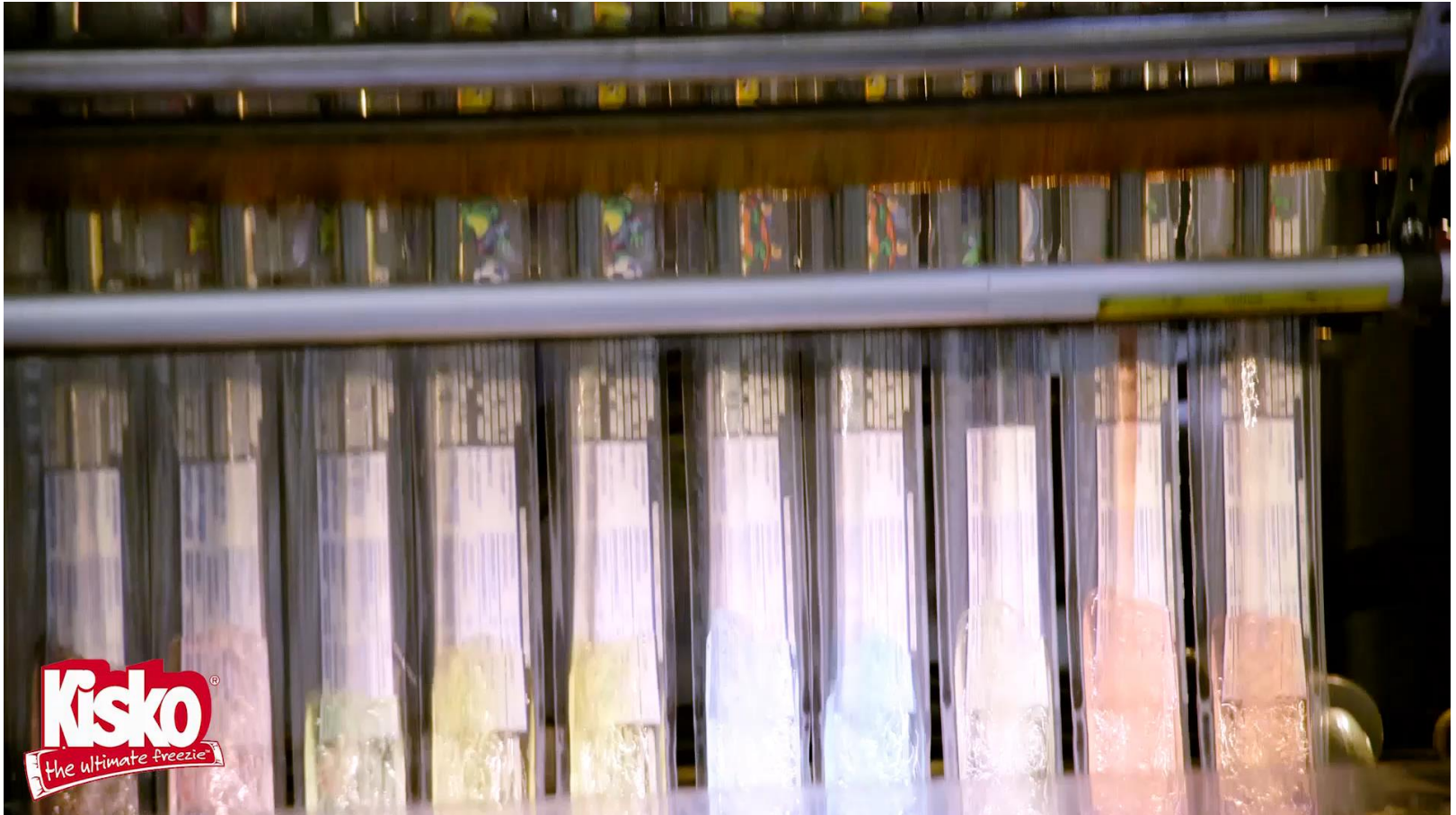
Promote programs that reassure quality of life and sense of community.

Community

- Connect to a cause!
- Millennials currently make up over 1/3 of the US workforce Source: Wall Street Journal
 - The largest demographic group in the US
- 7 in 10 identify as social activists Source: Philanthropy Digest
 - 3 in 4 think more highly of a company that gives back and either seek out or plan to retain employment with companies that support social causes



 Food companies are giving back...



Attract & Retain Strategy

- Have a total rewards strategy
 - Benefits
 - Perks
 - Career experience
- Incorporate socialization
- Foster a culture of open communication
 - Forum for feedback/discussion
 - Open door policy
 - Listen and adapt
 - Entertain and value their ideas
- Importance of employee engagement surveys

Q & A



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THANK YOU