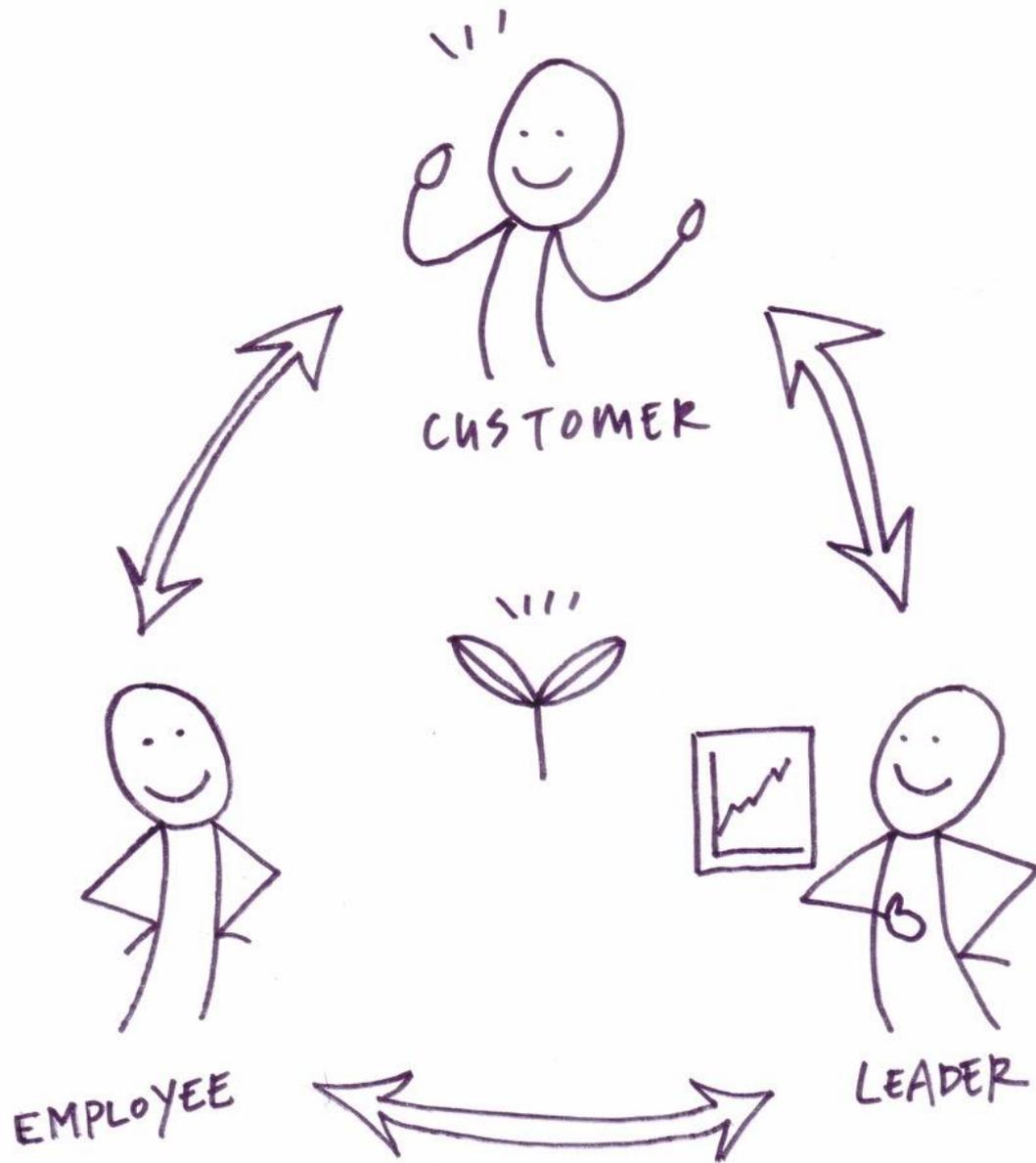


Strategy 1: Goodhart's Law

**"When a
measure
becomes a
target, it
ceases to be
a good
measure."**

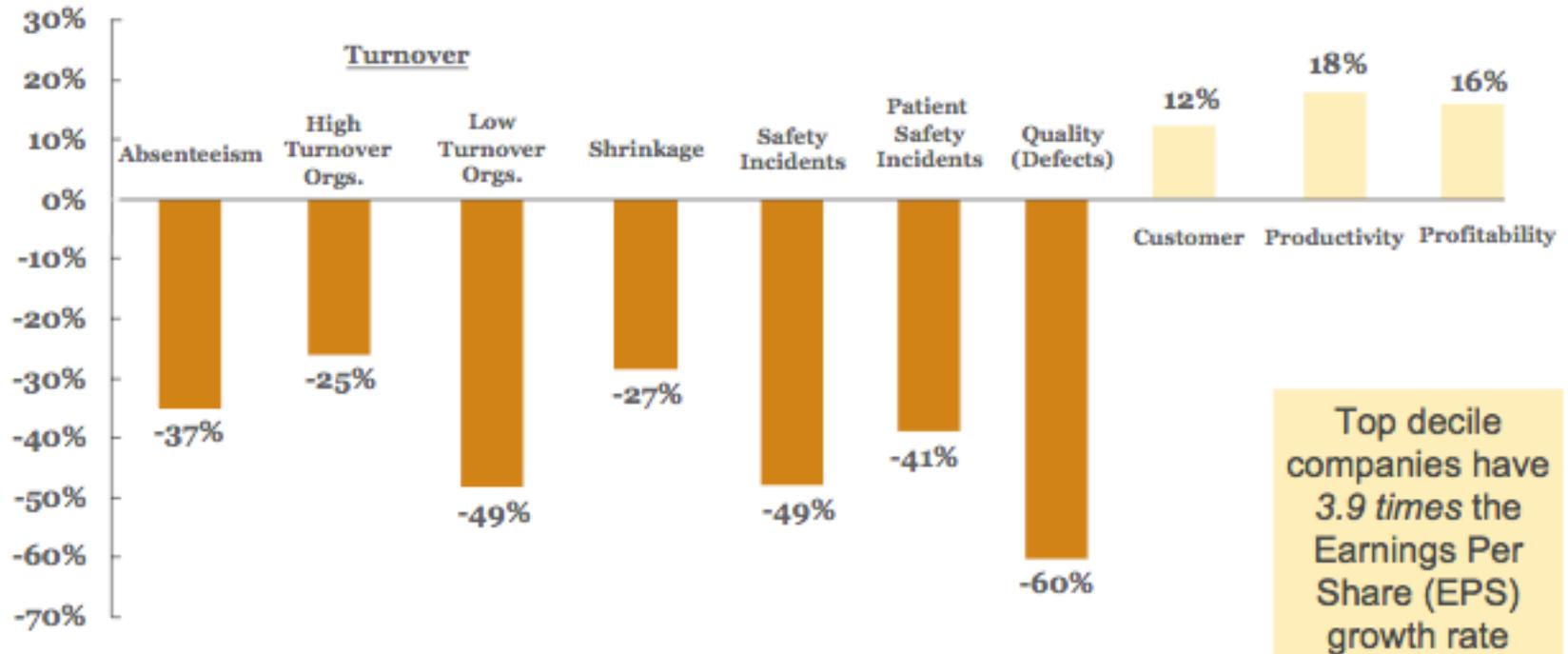


**Strategy 2:
The link between
happy staff and happy
customers**



Engagement Drives Results

Employee Engagement and Critical Business Outcomes



Difference Between Top and Bottom Quartile Performance

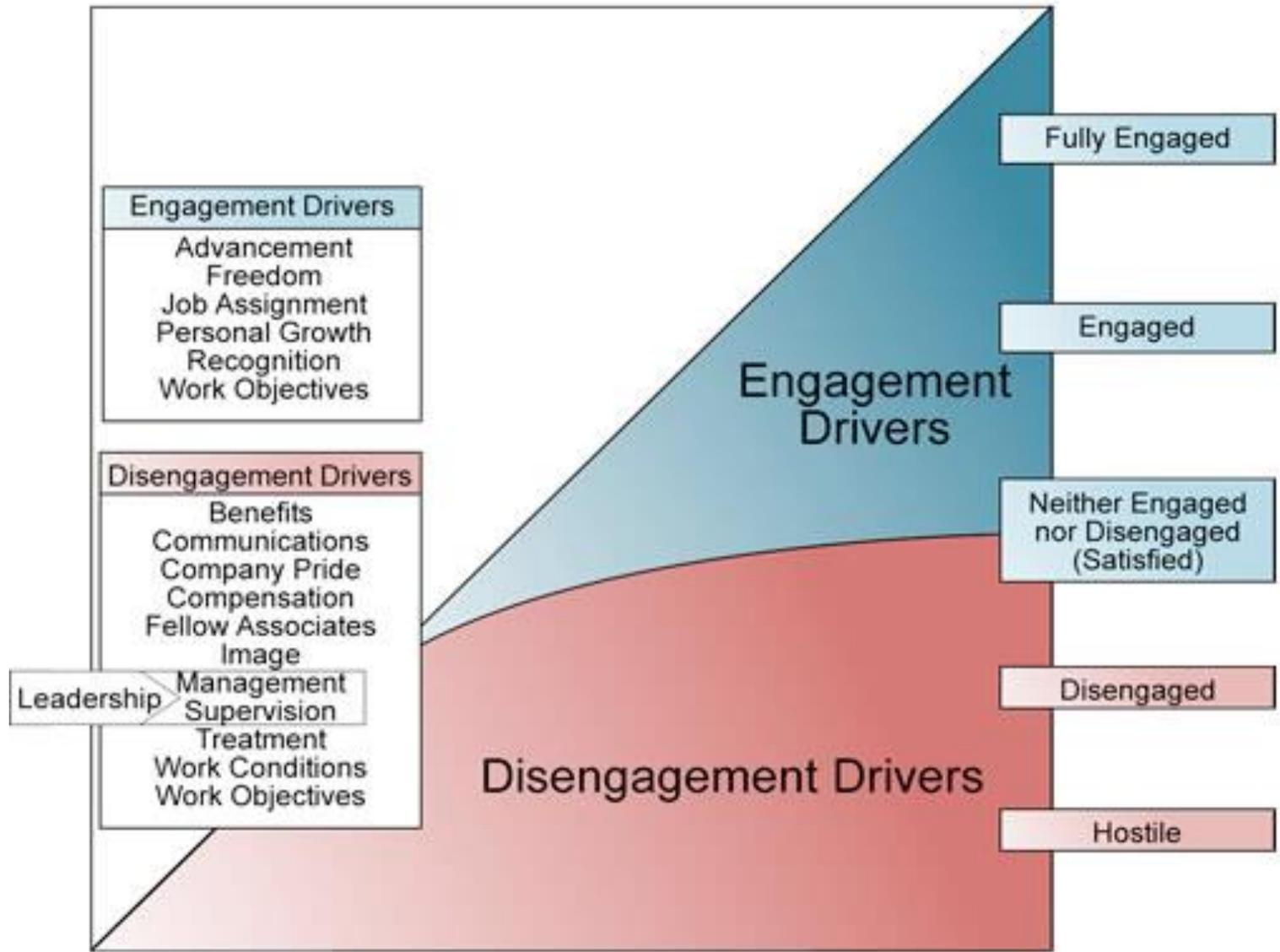


Employee
engagement is
more art than
science

Image credit: Source:

<http://www.flickr.com/photos/canonsnapper/171439809/>

Engagement and Disengagement



Low Contribution
(Low Effort)

High Contribution
(High Effort)

**Strategy 3:
Getting the board
'on board'**



~~Reactive~~

Proactive



“If you help enough
people get what they
want then you will get
what you want”

Zig Ziglar - See You At The Top