

Lancaster SHRM

Hellooo!

Danny Goldberg

How can we create a culture so good, where our people feel so cared for, that they **never** want to leave?

The world of work is changing faster than ever before.

Unfortunately, the leadership strategies that got us here won't get us where we need to go next...

care



Care has played a vital role in my professional life.

The most effective leaders have two unique differentiators...



The most effective leaders:

- #1:** They do more than merely manage results.

Prioritizing Care Drives

- Engagement
- Performance
- Commitment
- Retention
- Happiness
- Fulfillment
- And much more...



The old rules of care
(salary, benefits, perks)
are no longer as effective
as they once were.



“ Is care really going
to make a significant
difference in how my
people engage at work? ”



A Post Covid employee culture survey,
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The number one factor driving
employee retention was **love**.



Safety In the Modern World Means

- Safe environment
- Safe to make mistakes
- Safe to speak up
- Safe to challenge the status quo
- Safe in their job

When people feel safe at work, they are 76% more engaged than those who are not.

In the bottom-left corner, there is a small white icon of a speech bubble with a right-pointing arrow.

The Impact of Safety:
Nate Randle

gabb 

A composite image featuring a portrait of Nate Randle on the left and a Gabb smartwatch on the right. The smartwatch screen displays the time 03:18. In the bottom-left corner, there is a small white icon of a speech bubble with a right-pointing arrow.

“What within your power can you do to make your people feel safe?”

In the bottom-left corner, there is a small white icon of a speech bubble with a right-pointing arrow.

⊗ **Culture of Concern** ⊗

If the culture is...	Then people feel...
unsafe to speak up. →	their voice doesn't matter.
scared to make mistakes. →	like not taking initiative.
treating people poorly. →	concerned and disengaged.


In the bottom-left corner, there is a small white icon of a speech bubble with a right-pointing arrow.

Brittney's Cloudflare Experience

When care is absent, employees don't just leave, they tell their friends and sometimes even the world.

A video frame showing a woman (Brittney) speaking. In the bottom-left corner, there is a small white icon of a speech bubble with a right-pointing arrow.


How Do We Actually Make
Our People Feel Safe?
Feeling safe comes
from feeling valued.





Seek
Understanding



To Understand Our People,
We Have to Let Go of Assumptions.



As a leader, making
assumptions is one of the
most dangerous things we
can do.



**The Impact
of Understanding:**
Erin Gruwell





When our employees feel understood, you create limitless loyalty...



There are two major things that can change how your people relate to their work

- Seasons of life
- Big life events

Seasons of Life



21 Year Old Danny



30 Year Old Danny



55 Year Old Danny



People changing through the seasons of life is a given. But what that change looks like is going to be different for everyone.

So, as a leader, we have to **constantly connect** with our people to **tailor** and **personalize** what they need.

“Shouldn’t giving them a great job be enough?”


When employees disengage,
seek to understand why.

Big Life Events




The 'Big Life Events' slide features three images: a close-up of hands being clasped in a wedding, a woman hugging a child in a field, and a headstone in a cemetery.

My Mom



The 'My Mom' slide contains two photos: a selfie of a man and a woman smiling, and a photo of the same man and woman standing on a rooftop with a city skyline in the background.

In those two months so
much happened
so quickly.



The slide features a photo of a woman in a hospital gown holding hands with several other people, suggesting a moment of support or grief.



You couldn't possibly expect someone
who went through that to return to
work 2-weeks later and be the same
person.

By constantly **connecting** with your people, you will be able to best understand how seasons of life and big life events are shaping your people to ensure you are delivering the **most care.**



So, how do you
constantly connect?

Connection Time



Connection Time isn't about:

- ✗ Having an agenda
- ✗ Checking in on a project
- ✗ Having an impromptu one on one

The Goal of Connection Time is to Connect.



Regardless of how you work, make
the space for
"connection time."



When you **constantly connect**, you'll have a pulse on what's going on in your people's life and be able to **better support** them.

That's what connection time is all about!



The most effective leaders make connection time a priority.

Even 5 minutes could be extremely powerful.





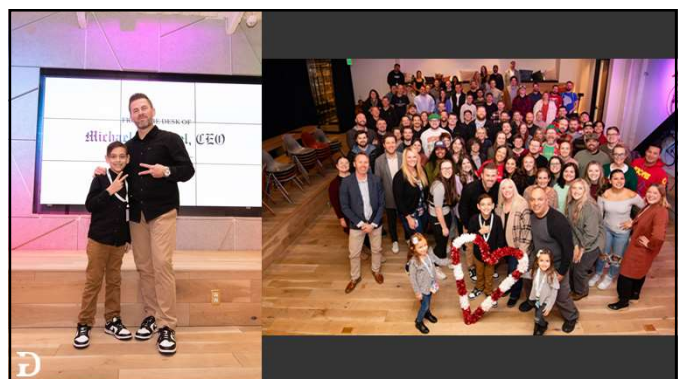
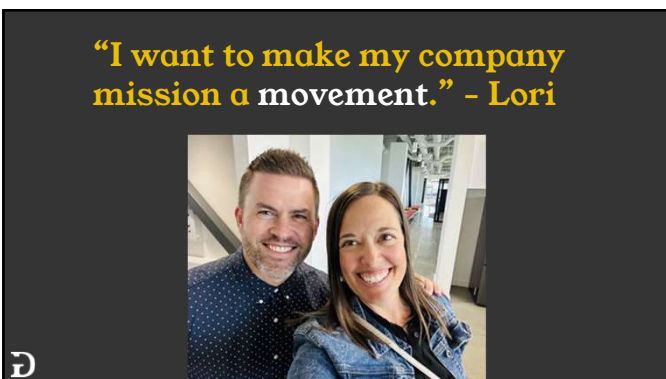
Connection Matters

Every single person wants to be **seen, heard, and supported**.

They want to know that their voice **matters**.

When you **take care** of what matters most, **your people**, they will take care of everything else.

They will take care of your customers, they will take care of your business and they may even go as far as to **make your company mission, their own**.



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Top 3 Takeaways from Today:

- Safety first
- Seek to understand your people
- Constantly connect

Download Resources & More:



Enter The Code "CARE"

<https://talk.ac/dannygoldbergspeaks>



"How can we create a level of care that is so profound that our people can't help but care back?"

The best cultures are built on this idea of safety.

