

Quickly **DOUBLE** YOUR PROFIT *with* ▶ TOP-PERFORMING EMPLOYEES ◀

Masterclass with Dr. Sabrina Starling

IMPORTANT: PRINT these notes prior to the webinar. Bring them with you to the webinar and complete the items below as we go through the presentation so you can leave with a complete set of notes.

1. _____ is typically the largest expense in a small business.
2. One top performing employee is _____ to _____ % more productive than a 'warm body.'
3. A national study by Dale Carnegie Training places the number of "fully engaged" employees at 29% – meaning nearly _____ % of employees are not fully engaged (aka productive).
4. Most businesses have as much as _____ percent of their employees doing just enough to get by.
5. The average employee is _____, _____ and not actualizing their _____.
6. Lost productivity costs the U.S. economy \$_____ billion annually.

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7. What is Employee Disengagement and Ineffectiveness Costing YOU?

Step 1: Determine the approximate # of employees you have in each of the quadrants:

Engaged/Inefficient (EI)

Example: New employee. Eager, but not yet trained.

of employees _____

Engaged and Effective (EE)

Excited employees who show up with ideas and have the energy to move them forward. They get things done.

of employees _____

Disengaged and Effective (DE)

May be effective enough to get by, but their energy and creativity are gone.

of employees _____

Disengaged and Ineffective (DI)

Employees who complain a lot, show low morale and make mistakes. Despite coaching, they show little improvement. You may sense they are sabotaging your efforts, but they are not doing enough to get fired.

of employees _____

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Step 2: Total the numbers of employees you have who are either EI, DE or DI

Total # of employees in the EI, DE & DI _____

Step 3: What is the average salary of your employees? _____

If you provide benefits, add 33% to the salary to account for benefits.

Average salary _____ X .33 = _____ (add this number to your average salary to determine your average salary with benefits)

Average salary with benefits = _____

If most of your employees are on wages, what is the average you pay a wage-based employee per year? _____

Step 4: Take the number of employees affected by disengagement and ineffectiveness (EI + DE + DI) and multiply that figure by the average salary with benefits, or average wage.

(EI + DE + DI) X Average Salary with benefits =

This is a rough estimate of what employee disengagement and ineffectiveness is costing you—ANNUALLY!

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8. The 3 Simple Steps to Attracting the Best Employees are:
 - 1.
 - 2.
 - 3.

9. _____ hiring practices set small business owners up to mis-hire 75% of the time.

10. A-Players are _____ unemployed.

11. A-Players _____ together.

12. The most important competency to hire for is _____. You also need to consider the _____ needed to carry out the duties of the position *exceptionally* well, as well as the applicant's goodness of fit with your _____ or core values.

13. One highly effective strategy to attract your next top performing employee is to use an _____.

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References:

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Victor Lipman. *Why are so many employees disengaged?* Forbes on-line. January 18, 2013.