Maslow's Hierarchy of Human Need 2.0

Leading Your People in 2016

Reviewing 1.0 Hierarchy

- Situational Leadership & Parabolas Created by 4 Stages
- Abraham Maslow's Hierarch of Human Need:
  - Lions and Caves
  - Losing Team Members through Poor Communication
    - Dropping Down the Hierarchy ("We had a very down month" vs. "Our month was less up")
  - Right People, Right Seat, People you genuinely like
  - Spend time and cater to their level of human need

Stages 1-4 – What we all go through in everything we do
Abraham Maslow’s Hierarchy

The Statistics

- 20% of employees will get a new job this year
- Unemployment hovering around 5% (lowest in a decade)
- College graduates only have a 2-3% unemployment rate
- Millennials care about quality of life
- Examples of our recent positions filled (San Fran, Houston, New Jersey, Toledo, Charlotte)
- So retention is important for revenue, cost control, and more

Leadership in 2016

- Drive and Lose
- Retain Lazy
- How do we retain driven talent?
Retaining Driven Talent

- Start by hiring driven talent:
  - Seek people looking for esteem and achievement needs (blue level), which may include 20 and 30 somethings, those re-entering the work force, those with something to prove
  - Set expectations in the interview – most people can become driven – impossible to hire all intrinsically driven people
  - Set expectations on the first day on the job
  - Ensure most profit center positions are paid on incentives (PCCs, Practice Administrators, front desk, insurance billers)
  - Surround them with positive people and ensure they are aligned with those sipping the Kool-Aid

Retaining Driven Talent

- Cultivate an environment that encourages results
  - Living wages with upside (Safety)
  - Fun (Jovial, belongingness)
    - Monthly team night out
    - Celebrate birthdays
    - RBF? (Risk Being the Fool)
    - Inside Jokes (Bobble)
  - What is your hobby? Do you invite others to have hobby time with you?
  - Be good to people when they leave – be so good they can’t imagine leaving

- This leads to the space necessary to go from esteem to achievement needs (drive)

Retaining Driven Leads

- True Leaders Need Exploration (Red):
  - Leads to innovation, long term retention, core business leadership
  - Must have purples, green, blue first (the house you are building through leadership)
  - It’s time to invest:
    - Seminars (This, Tony Robbins, Yellow/Telescope Training Seminar, LFO, retreats)
    - Demand vacation is taken and provide plenty
    - Live the example – do people want to be you? Spend money on yourself and others.
    - Shout from the rooftops
    - Do people see you on social and email in their resume they want to be a part of it so bad?
    - Integrity, integrity, integrity
    - Invite parents and spouses to events – demand it
    - Speak of the future
Summary

- Times are Less Tough Which Means Managing, Retaining, Driving and Growing Talent is Getting Tougher
- Provide Safety and “Love” to Create Driven People
- Cultivate and Innovate by Creating Opportunity to Learn and Grow Personally in/out of the office
- Read, grow personally – be green and growing, not brown and dying
- Create “Lifers” With True Sustained Passion by Living Your Dream and Sharing it with the World

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