



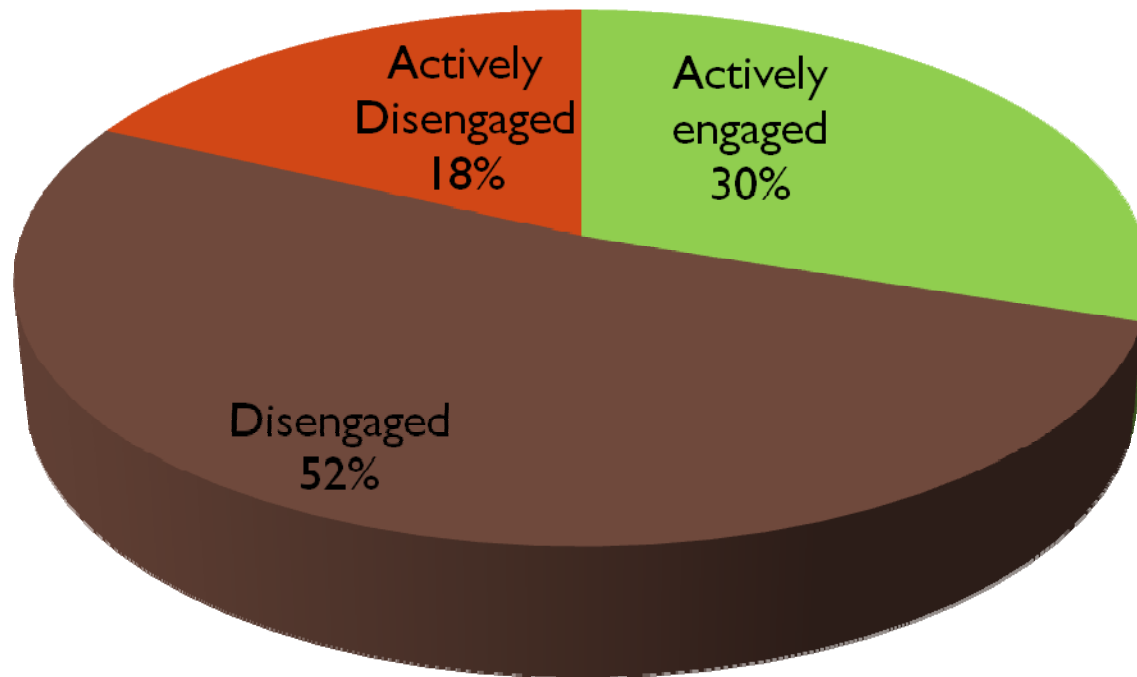
A very long engagement

Top Tactics in Agent Motivation and Retention

Key topics

- How they all mix together:
 - Engagement,
 - Retention,
 - Motivation,
 - Performance
- What drives human behavior and what doesn't
- What is Flow?
- How can we drive retention and engagement
 - Stay interview
 - Retention plan

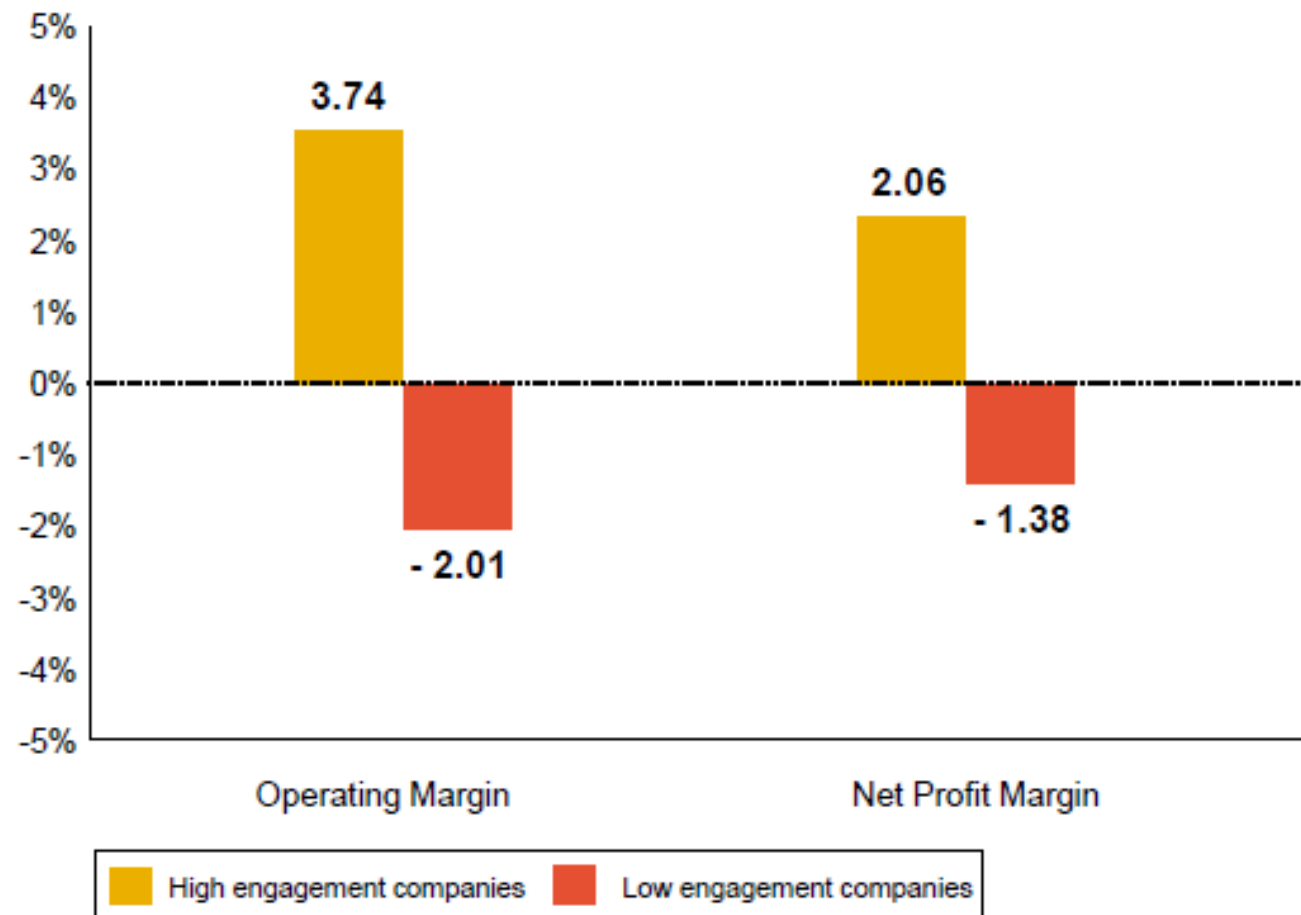
So many people checked out...



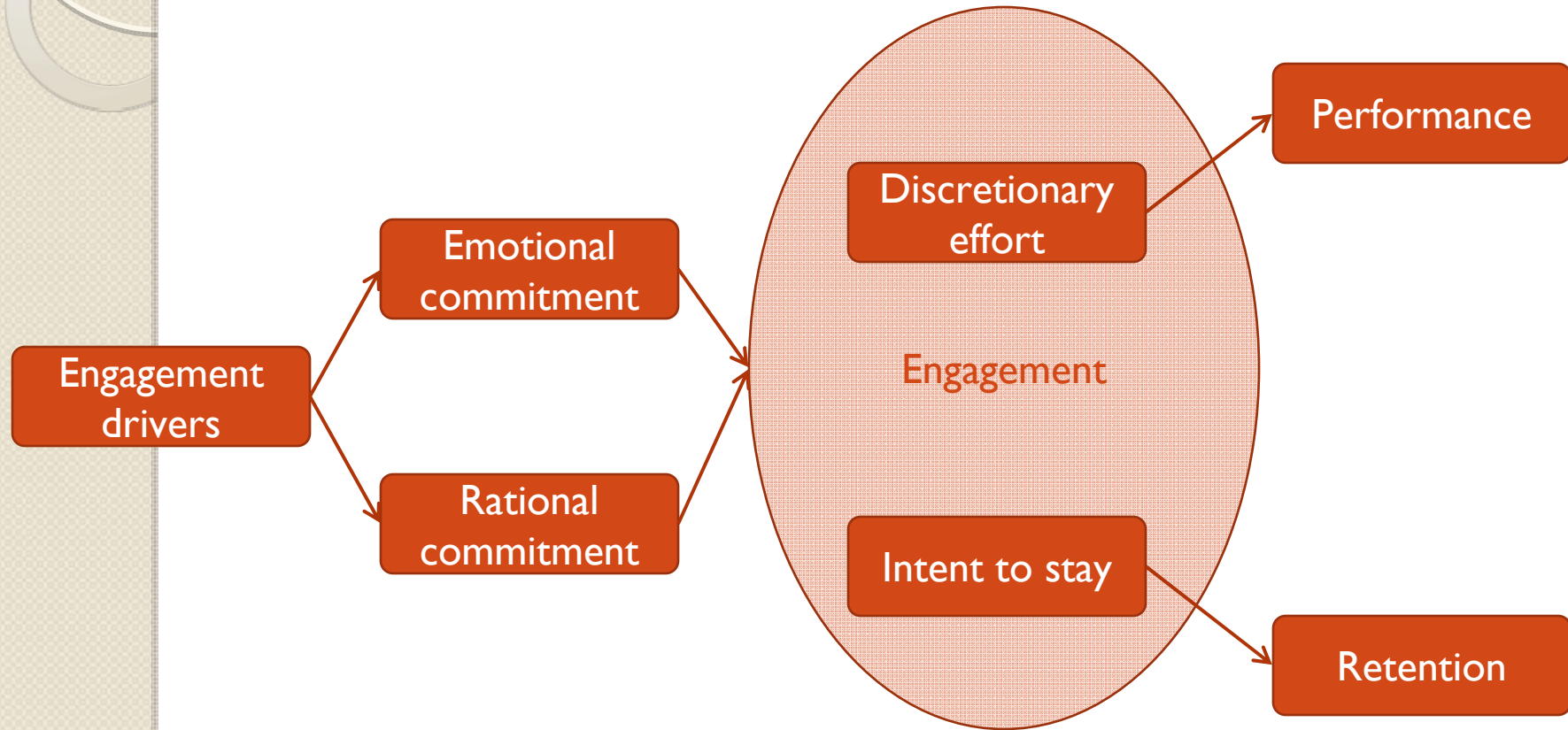
Source: Gallup 2010 engagement study

Engagement and business results

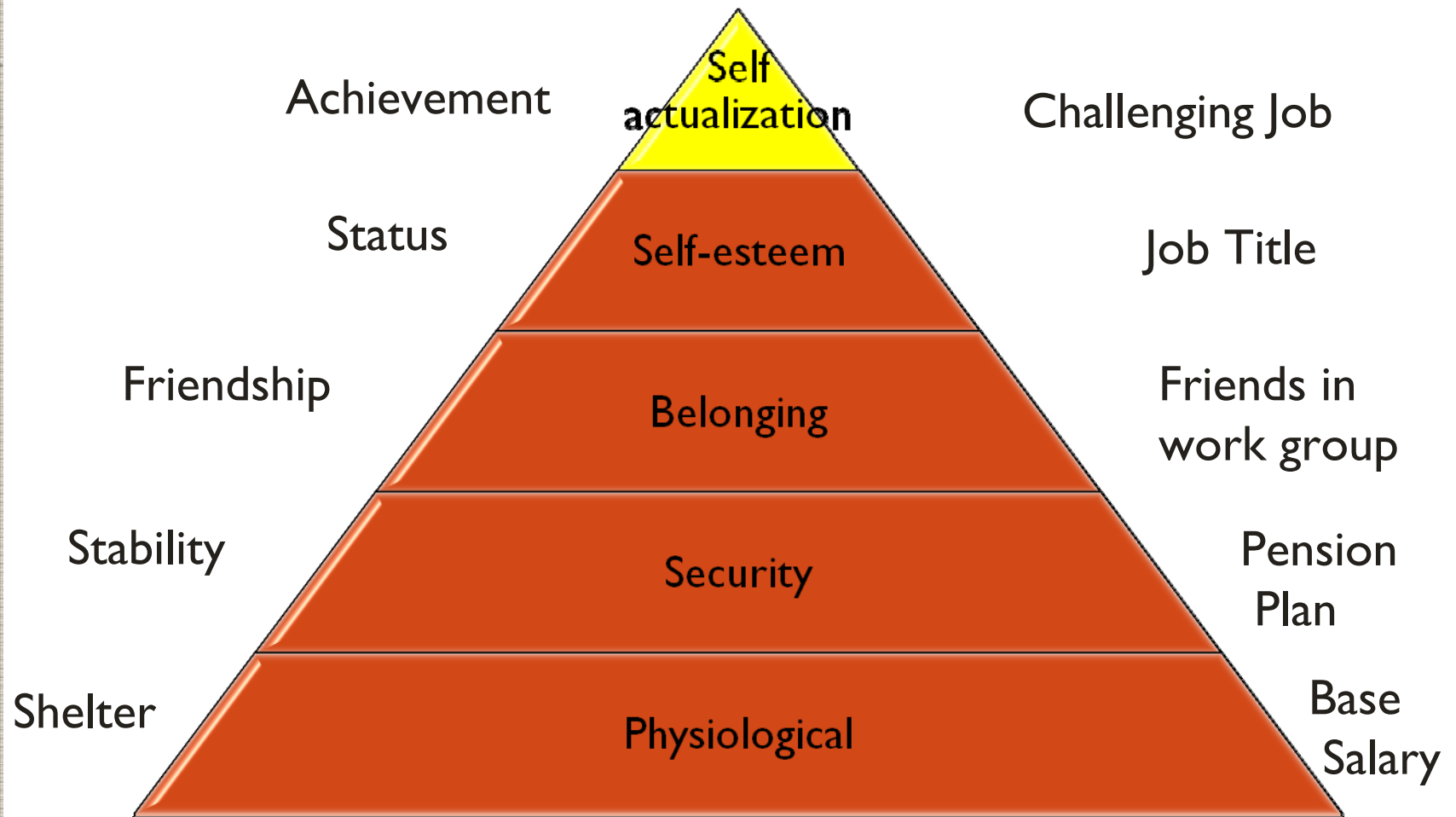
Three-year Study of 40 Global Companies



Engagement Model



Maslow's hierarchy of needs



The three drives



Biological
needs



External
motivators



Inner drive

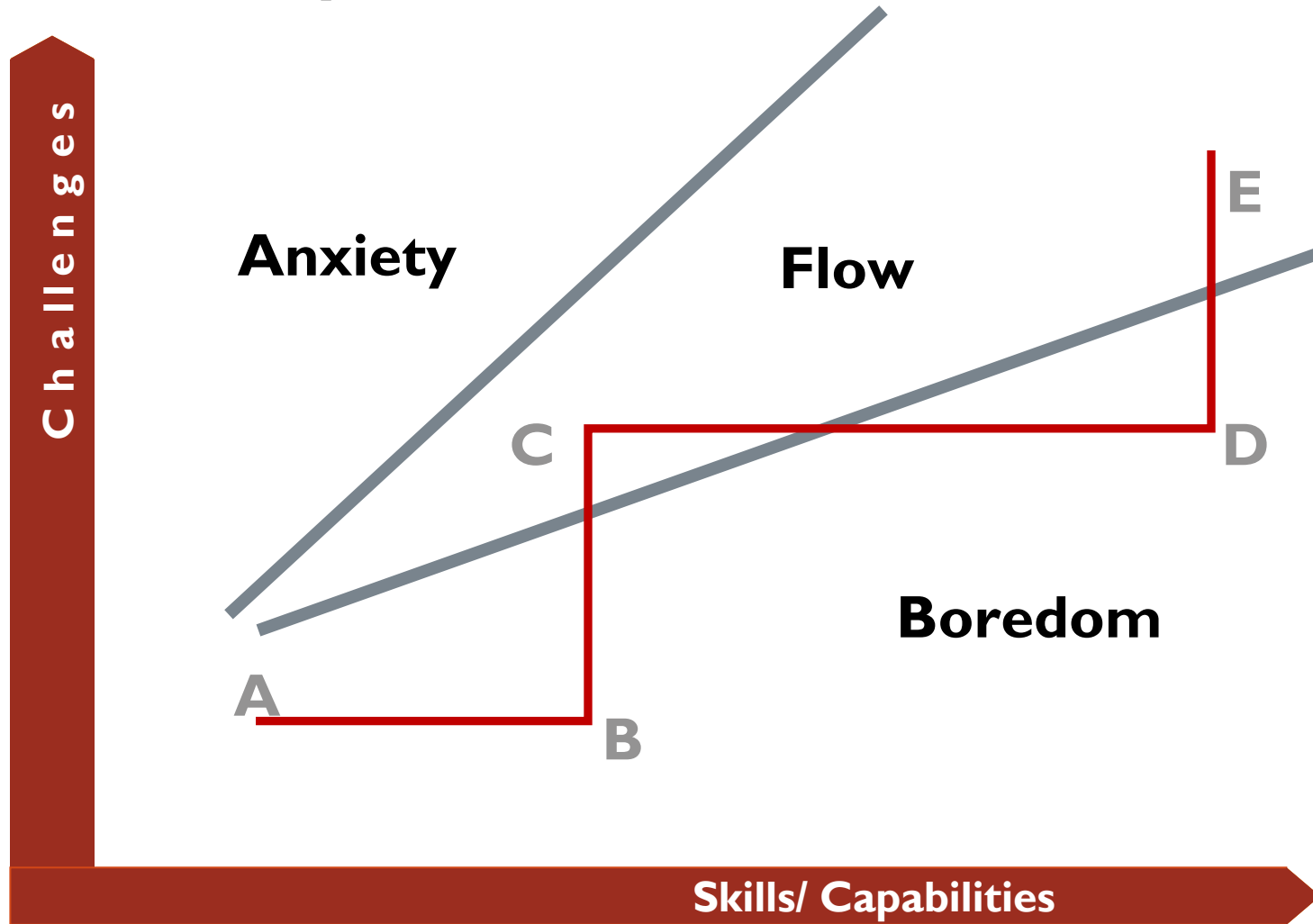




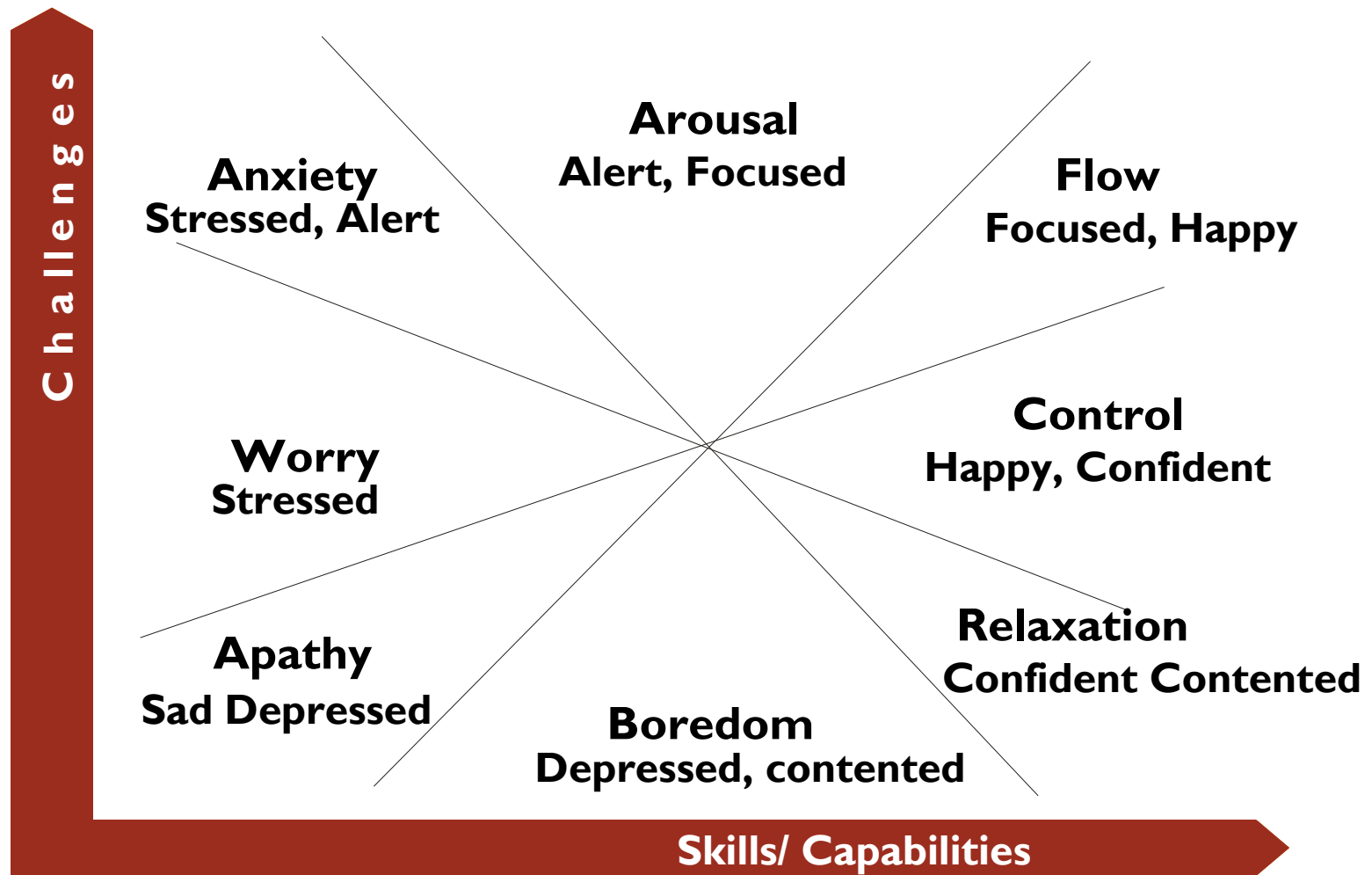
Flow

- Intense focus on task
- Deep concentration
- Challenge and skills are high and equal
- Strong focus on the present
- Strong sense of control
- Altered sense of time and self
- Immediate feedback on progress

The Dynamics of Flow



The map of everyday experience



People are not circus animals

Extrinsic rewards
decrease
intrinsic motivation



Remember
hygiene factors?

The reason we “pay for performance”



Engagement:
Mild positive



Performance:
Negative



Intrinsic
motivation:
Negative



Retention:
Strong positive

Engagement and retention plan

Alignment

Rewards

Growth

Belonging

Support

