

CSI From ESI



Employee Satisfaction Organically Fuels Your CSI

Presented by: Sam Dantzler
Sam's Powersports Garage
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Brought to you by:

ADP | Lightspeed.



Sam Dantzler - Bio

- 14-year 20-Club Moderator & former President, Lemco
- Director of Training & ran Management Development Programs for over 500 managers
- Currently Running Seven 20-Clubs
- Launched Sam's Powersports Garage in March 2012



Brought to you by:



Agenda



- AAAA
- BBBB
- CCCC



Brought to you by:



“Why won’t they do it?”

- 2 ways to influence human behavior:
 - Manipulations & Transactions
 -  Manipulations drive transactions
 -  Inspiration drives loyalty
- No employee comes to work and says...

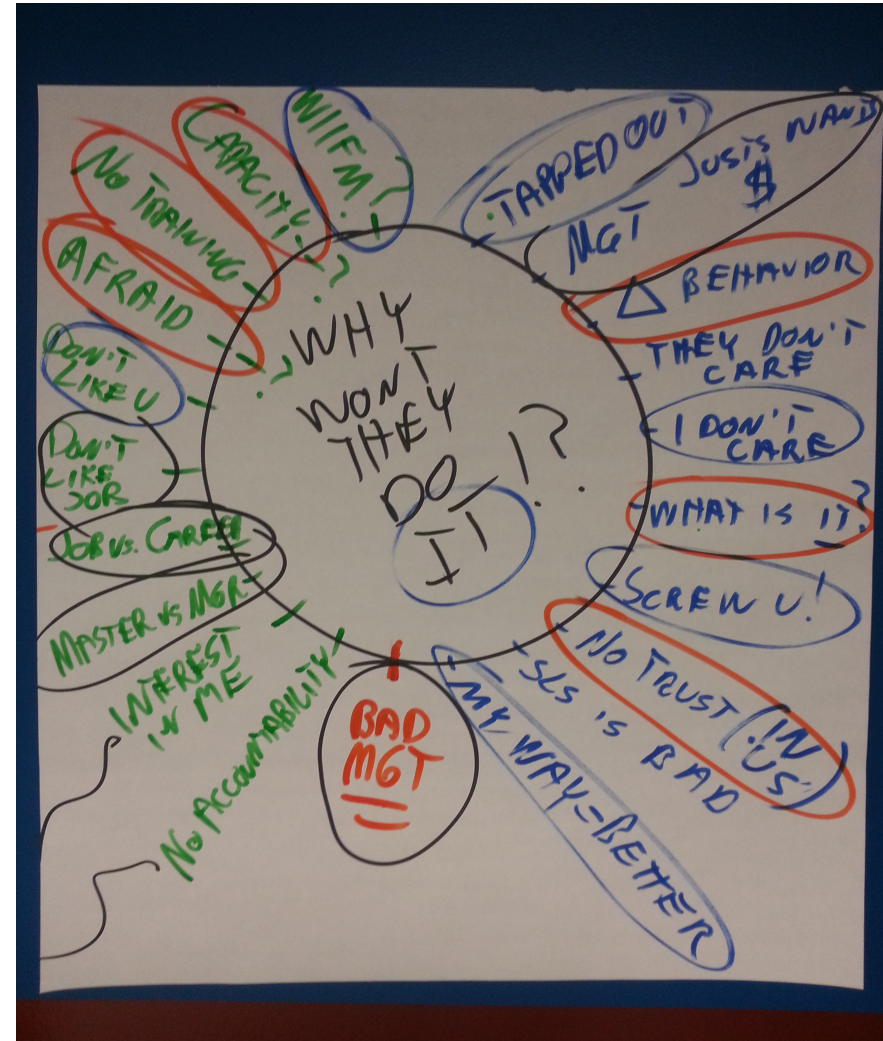
“I hope I suck today.”



Brought to you by:



“They don’t want to.”



Current Situation

- 80% of people dislike their jobs (Deloitte Shift Index)
- “Smart” business vs. “Healthy” business
- “Why can’t they implement?”



Brought to you by:



Triumph 20-Clubs

SMART
Specific, Measurable, Achievable, Responsibility assigned, Time based

Commitment For

Dealer _____

Commitment #1

Description _____

Assigned to / Dept: _____ / _____ Due Date: _____

Commitment #2

Description _____

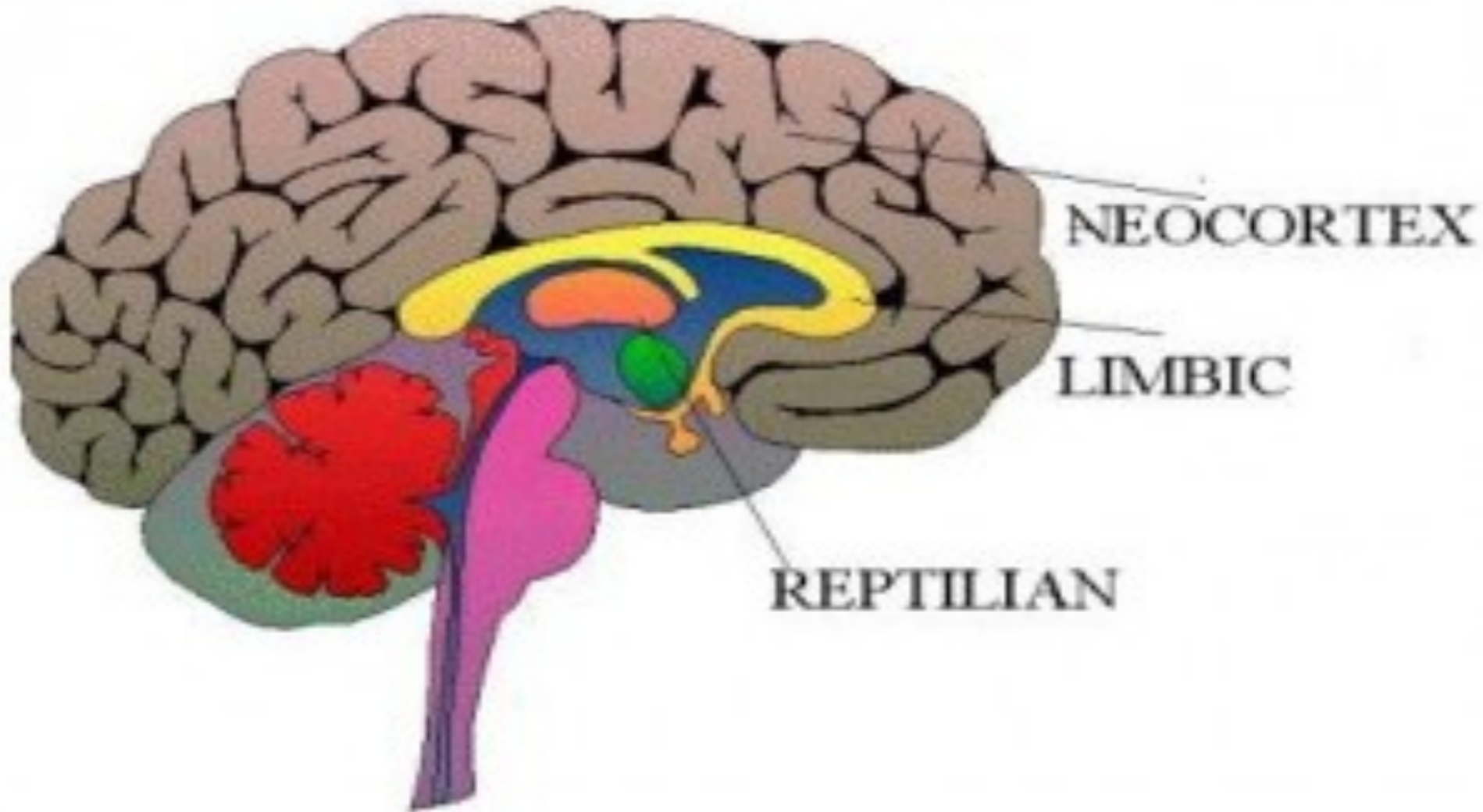
Assigned to: _____ Due Date: _____

Commitment #3

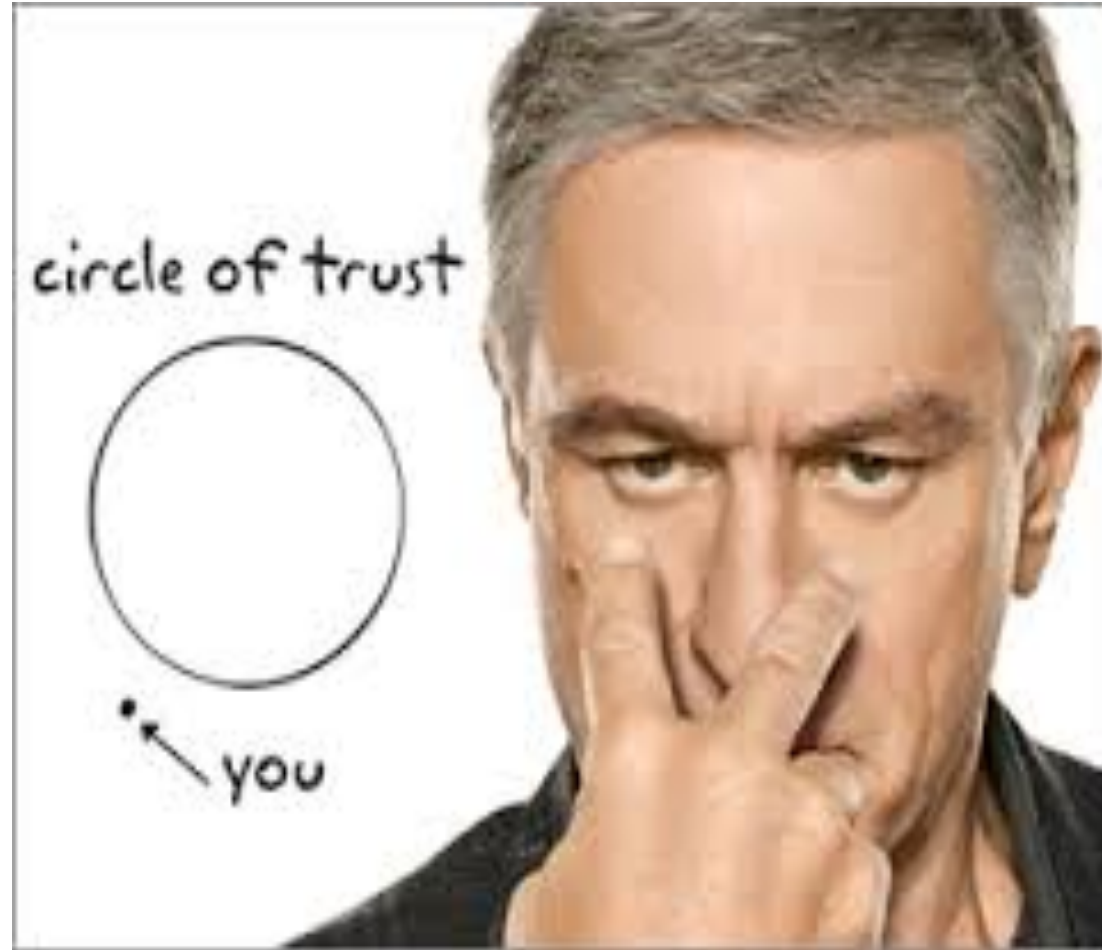
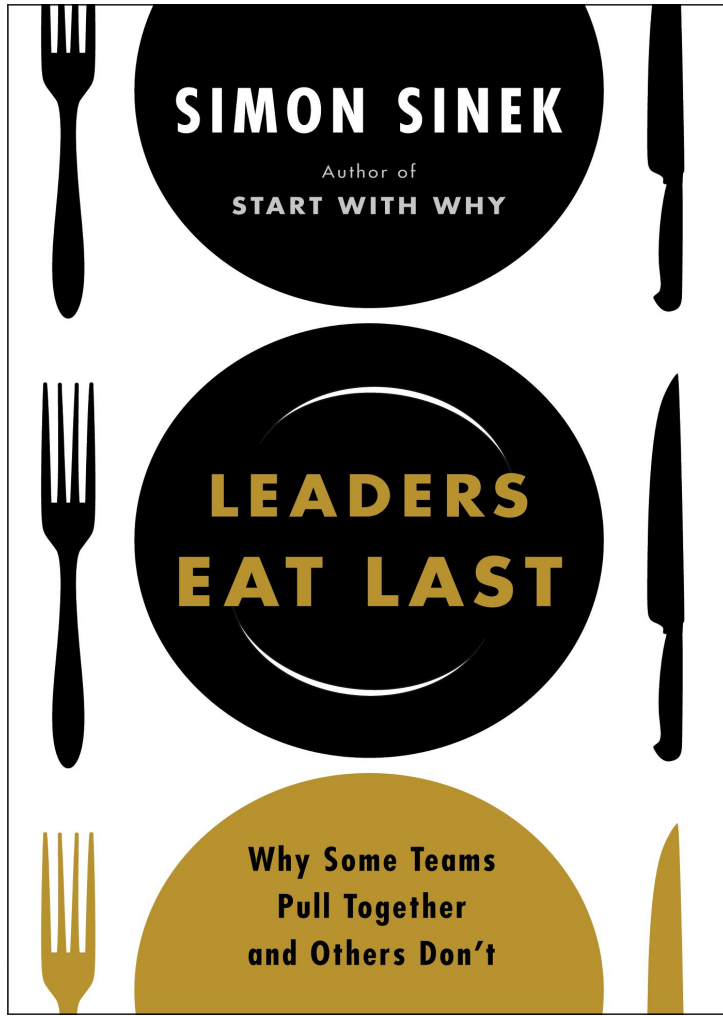
Description _____

Assigned to: _____ Due Date: _____

Feeling vs. Logic



Feeling vs. Logic Con't





We Are Sparta!





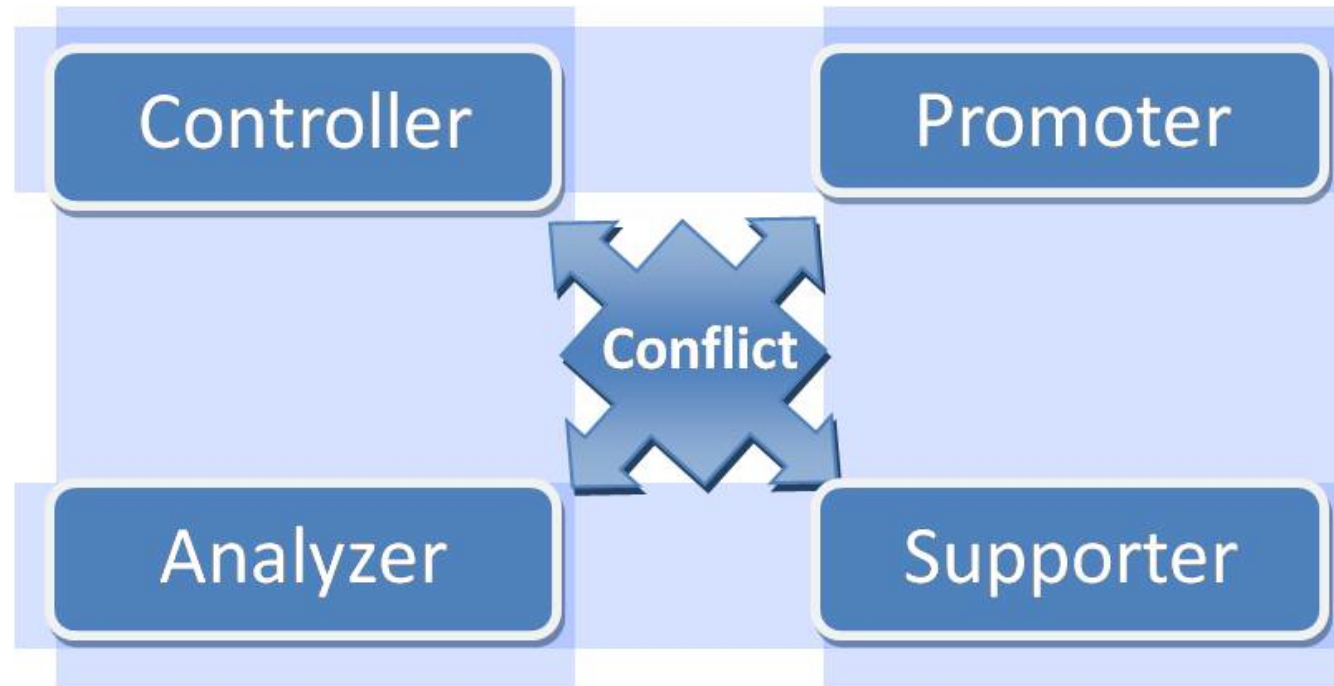
The Body Recognizes Threats

- Whitehall Studies
 - Executive Stress Syndrome
 - Conclusion = The less control, the greater the stress
- CSI vs. ESI?
- Why is ESI not as important as CSI?



ESI... Personality Profiling

- Controller
- Promoter
- Analyzer
- Supporter



“Smart only” will cost you.

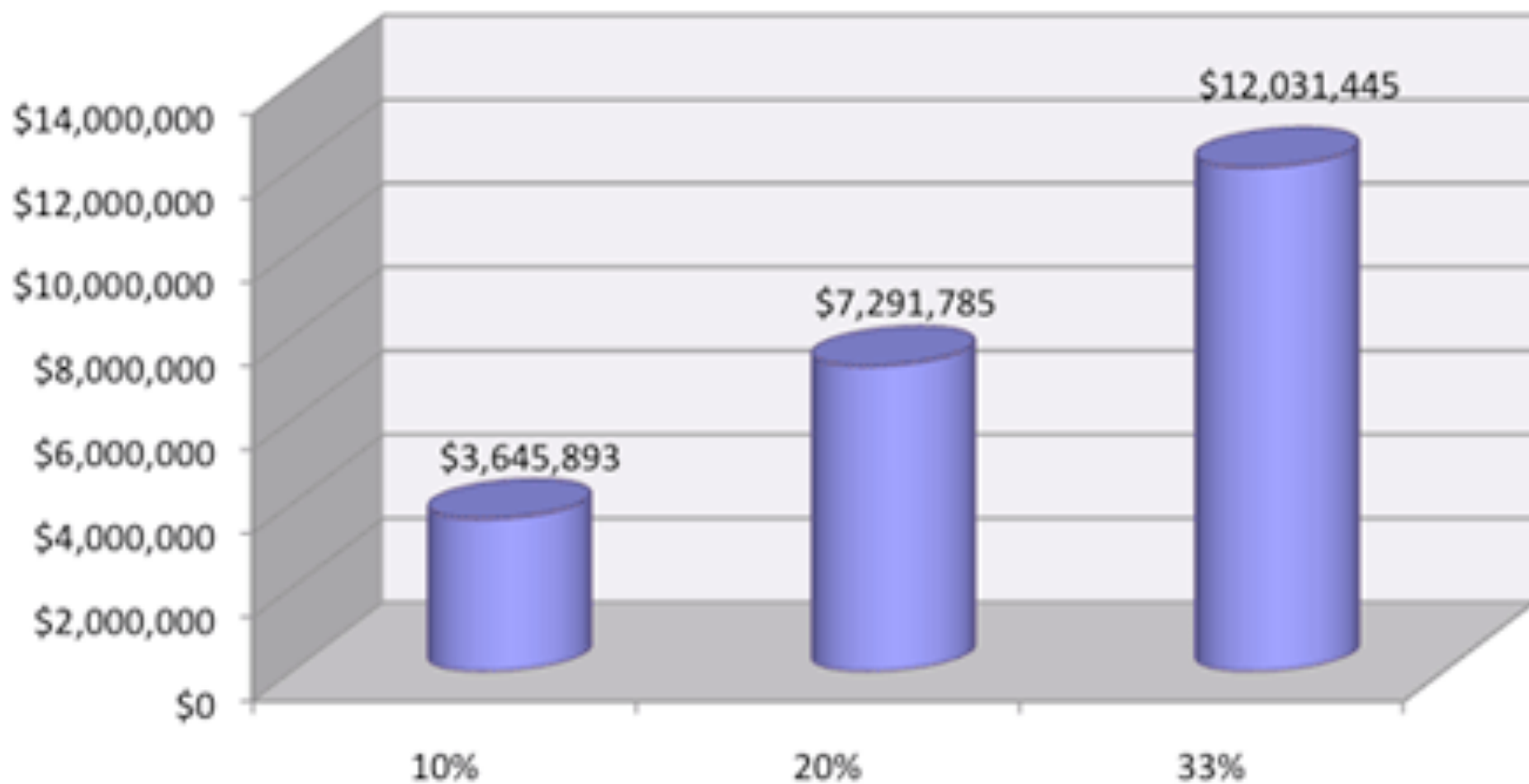
- It's the price you pay
- Cost of turnover
 - Lost sales
 - Cost of advertising
 - Payroll needed to hire



Brought to you by:



Potential Profit Recaptured by Reducing Turnover



Smart only will cost you.

- It's the price you pay
- Cost of turnover
 - Lost sales
 - Cost of advertising
 - Payroll needed to hire
- Layoffs as a solution?
- When does capitalism thrive?



Brought to you by:



We love drugs

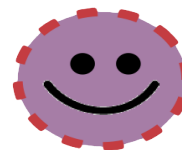
Dopamine



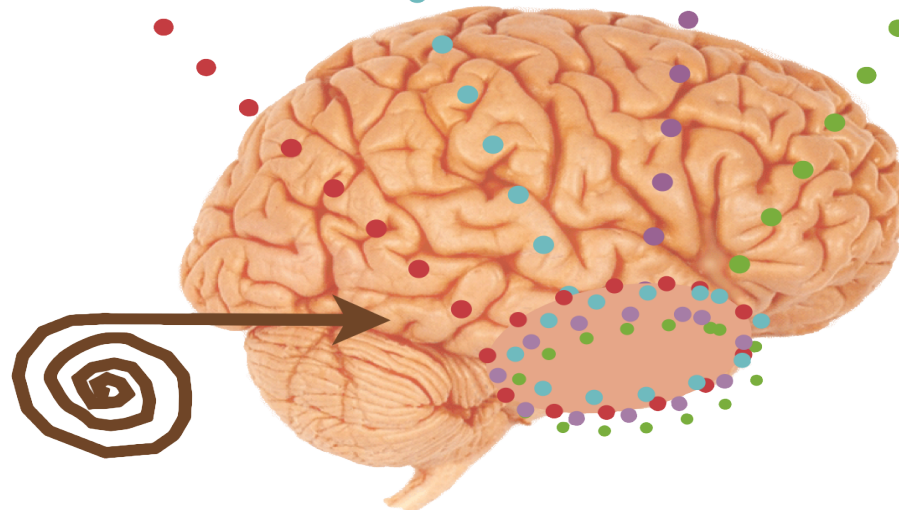
Endorphin



Oxytocin

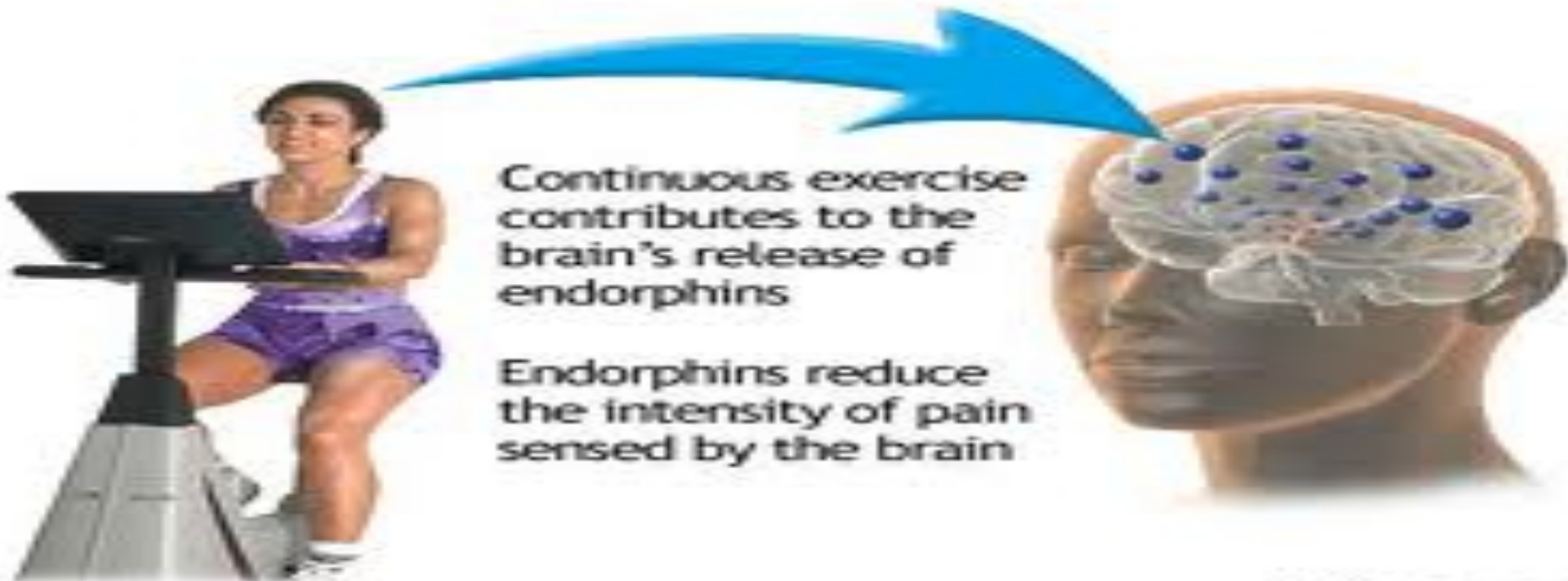


Serotonin



Chemicals for YOU

- Endorphins & Dopamine
- Endorphins mask pain, period.



Chemicals for YOU

- Dopamine is a “quick hit.”
- It reinforces behavior (Perf Based Pay Plans, Spiffs, Bonuses, etc)
- Score is tied to EMOTION
- Very addictive... #1 Addiction in America?
- Gen Y and Facebook



Brought to you by:

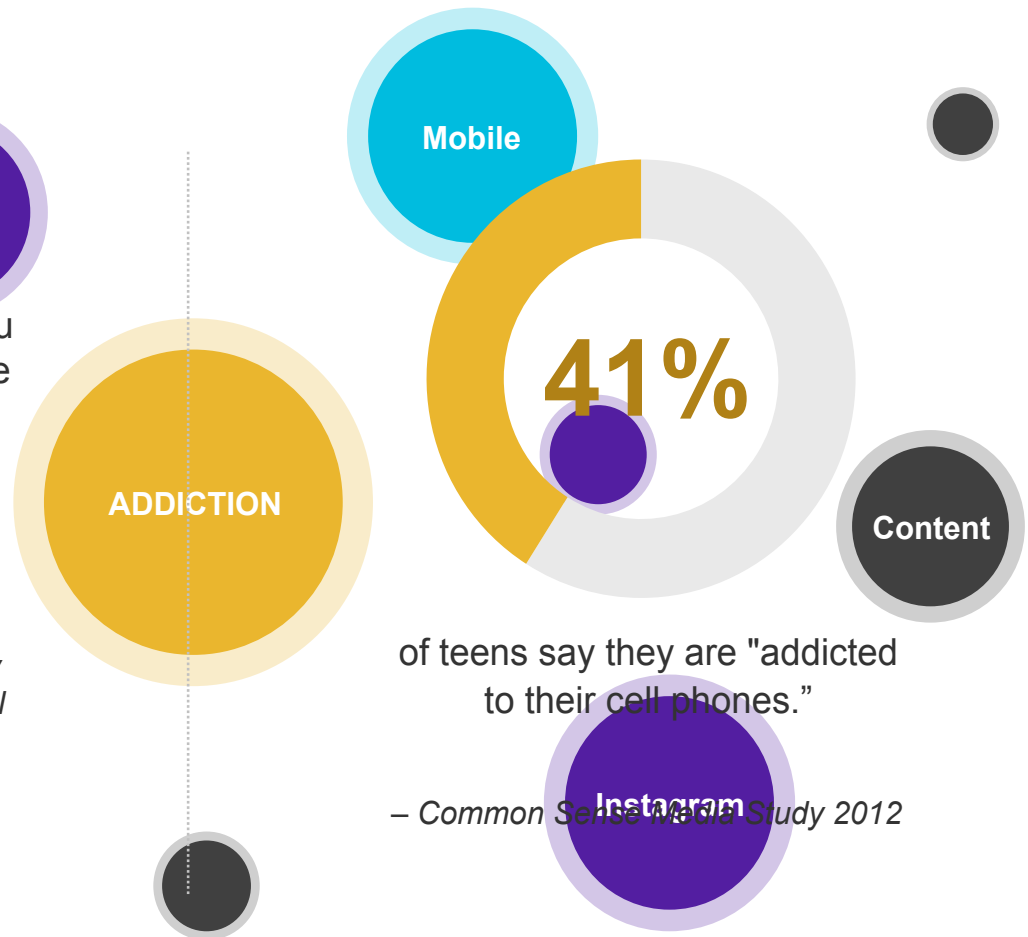


Dopamine & Facebook

Connection addiction is real

“We get a jolt of dopamine when someone “likes” our Facebook post or retweets our Twitter link. Over time you need more and more of that substance to get that feeling.”

– Kristen Lindquist, professor of psychology at the University of North Carolina, Chapel Hill



of teens say they are "addicted to their cell phones."

– Common Sense Media Study 2012

We love drugs

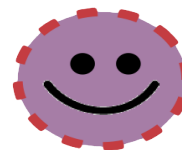
Dopamine



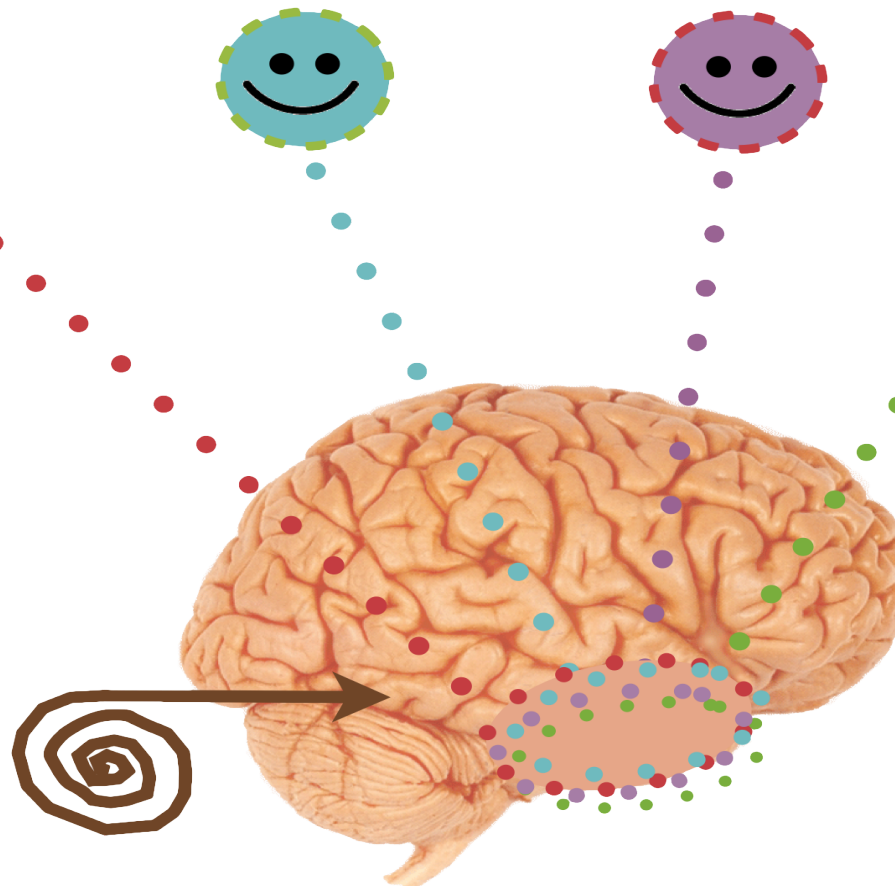
Endorphin



Oxytocin



Serotonin



Chemicals for US

- Serotonin & Oxytocin = Trust
- Serotonin = Pride



Chemicals for US - Oxytocin

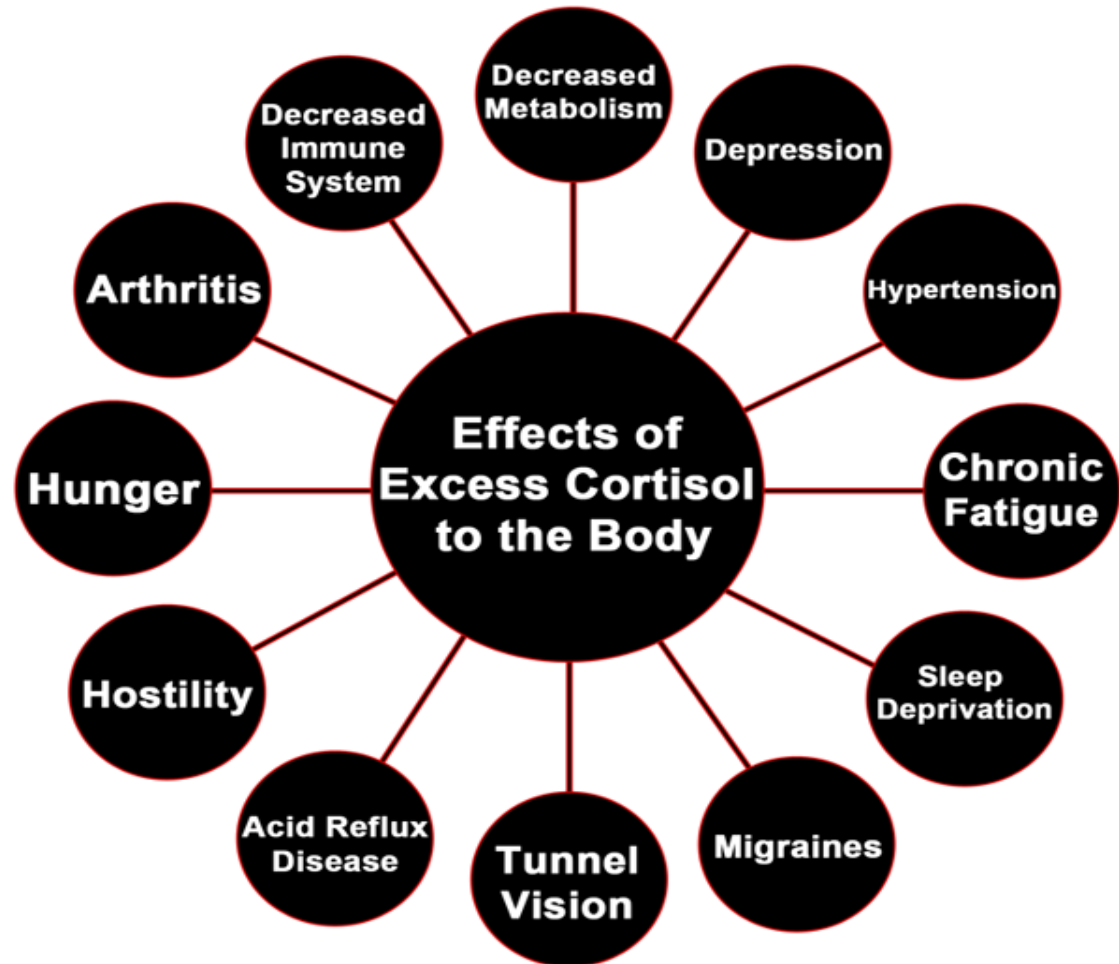
- Oxytocin = “I belong in this herd/tribe.”
- Slow drip... over time.



What is stress?

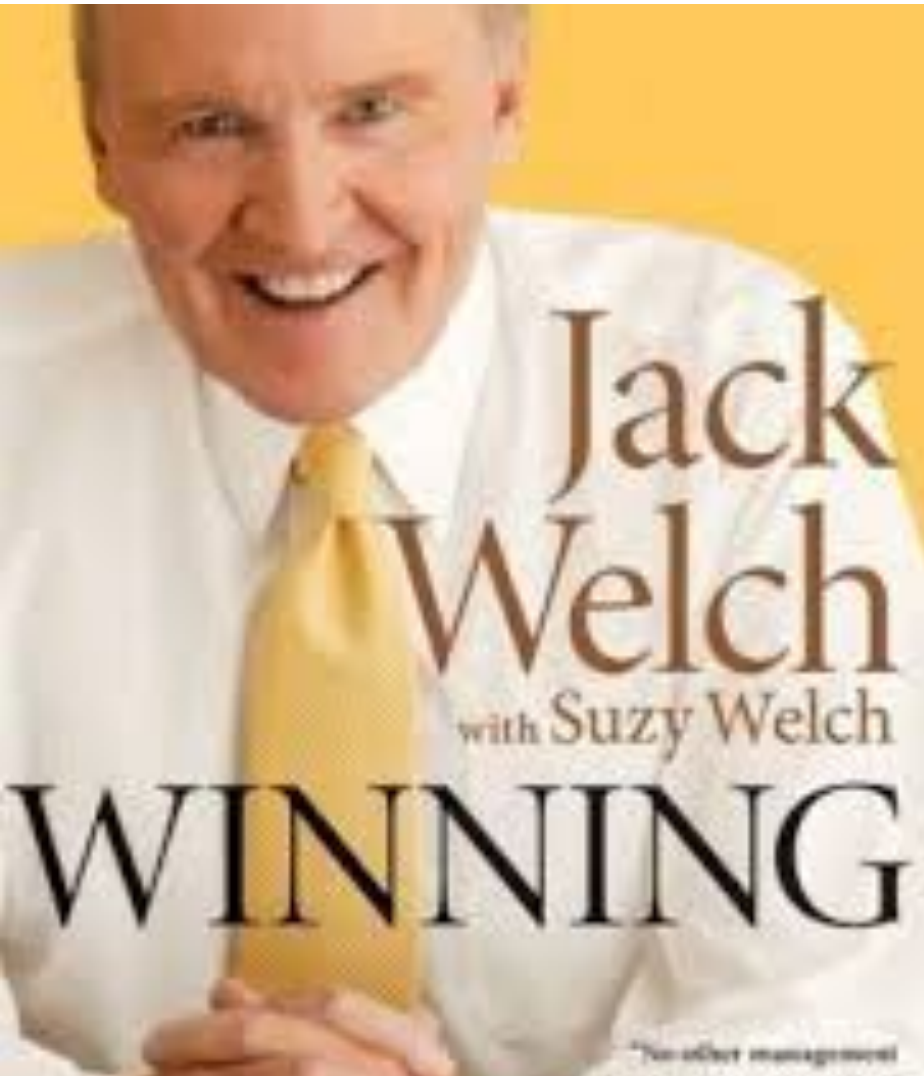


Affects of Cortisol



Cortisol - The Stress Hormone

Quick hit or slow drip (dopamine vs. oxytocin)?



- Biggest Expense or Biggest Asset?
- Minimum price of admission
- “Slow Down the process to speed up the sale.”

A different perspective...

- Add smart to healthy? Or healthy to smart?
- You get what you give.
- You attract what you are.
- A child's perspective



Brought to you by:



Patrick Lencioni - The Advantage



Contact Grids



Brought to you by:



Seattle Boat



Seattle Boat



In conclusion...

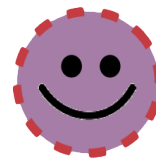
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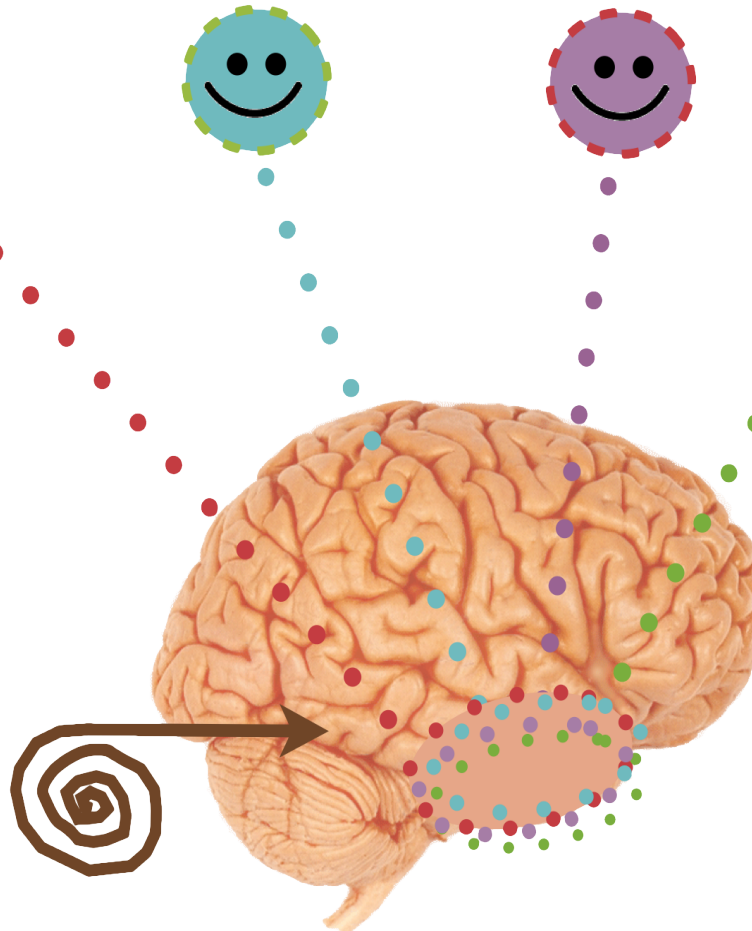
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