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Women in the Workplace: More Engaged and Better Managers

Lincoln Chamber of Commerce: Women in Business Conference

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University of
Nebraska
Lincoln



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Harmony | Input | Responsibility | Maximizer | Positivity



Agenda

- *Women in America: Work and Life Well-Lived report (Gallup)*
 - Individual workplace engagement & social well-being
 - Importance of creating a workplace culture that attracts, engages, and retains women
- *Using Strengths in the workplace*
- *Impact of engagement in the workplace (manager)*
- *Strengths & engagement at the University of Nebraska-Lincoln (UNL)*



The *Women in America: Work and Life Well-Lived* report presents valuable analytics and advice into what attracts, engages and retains a gender-diverse workforce.

- More than 323,500 U.S. adults surveyed
- Gallup Panel
- Gallup Daily tracking

Using discoveries from this research, Gallup delivers an in-depth perspective on what an ideal work culture for women looks like and what organizations can do to achieve that culture.



Women in America:
Work and Life Well-Lived

GALLUP®



Theme 1:

*Individual workplace engagement
and social well-being*



“An engaged employee is **involved in,**
committed to, and **enthusiastic about**
his or her work.”



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Pay is less of a factor
than other workplace
attributes in women's
employment decisions.



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35%
ENGAGED
WOMEN

**Women are more engaged in
their work than men are.**

29%
ENGAGED
MEN



A job provides not only a steady paycheck
but also a **sense of purpose** and an important
social outlet for women.

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Well-being is the convergence of our sense of purpose in what we do, the quality of our relationships, the security of our finances, the vibrancy of our physical health and the pride we have in our communities.



Social Well-Being

Having supportive relationships and
love in your life



Having a Best Friend at Work Matters

66%

of women say the social aspect of a job is a “major reason” why they work.

When organizations ignore the friendship factor, they drag down employee engagement.



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Sli.do: Interactive polling #WomeninBusiness



Friendships in the Workplace Lead to Better Business Outcomes

EMPLOYEES WHO HAVE A BEST FRIEND AT WORK ARE

7x more likely to be
engaged in their jobs.



Pair Up

1. Introduce yourself: what name do you prefer to be called?
2. What do you get paid to do?
3. Do you have a **best friend** in the workplace?
 1. How does this impact your level of (emotional) engagement in the workplace?
4. If you don't have a best friend at work, how could you go about developing deeper relationships with your co-workers to strengthen your engagement at work?



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66%

of female employees believe it is “very important” to find a job that allows them to do what they do best.

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When are you at your **best**?

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Think back to the time when you were at your best ...

Stand if you agree with the following statements..

- Were you working tirelessly to make things happen?
- Were you influencing others, speaking up or making sure others were being heard?
- Were you building strong connections, holding a team together or networking?
- Were you absorbing or analyzing information to make a strong decision?



“The key to human development is building on who you already are”

Tom Rath, StrengthsFinder 2.0

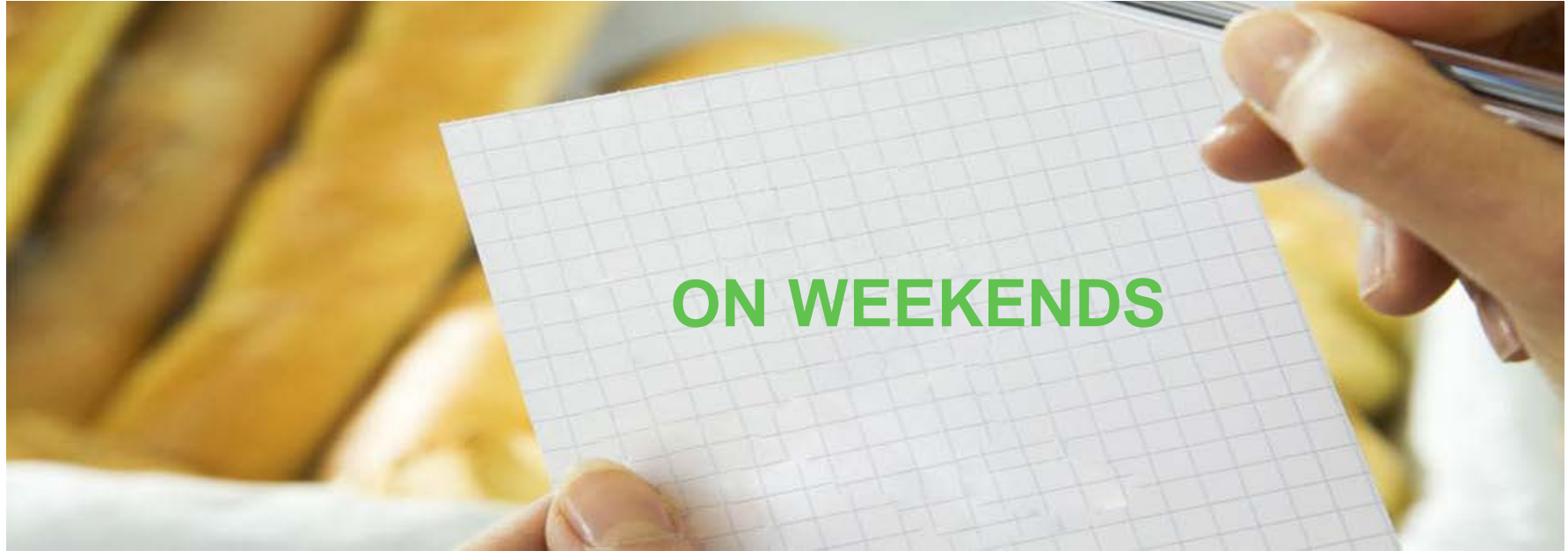


Raise your hand if...

- From the Clifton StrengthsFinder Assessment, you know your top 5 Strengths
- Your workplace implements and encourages a Strengths-Based work environment



STAND UP IF YOU ALMOST ALWAYS..
Write down a list of things to do and stick to it.





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STAND UP IF YOU ALMOST ALWAYS..

Talk to people in elevators, airplanes, stores, and wherever you go.





STAND UP IF YOU ALMOST ALWAYS..

Have a color-coded or otherwise organized closet.





“What will happen
when we think about what is
right with people rather than
fixating on what is **wrong**
with them?”



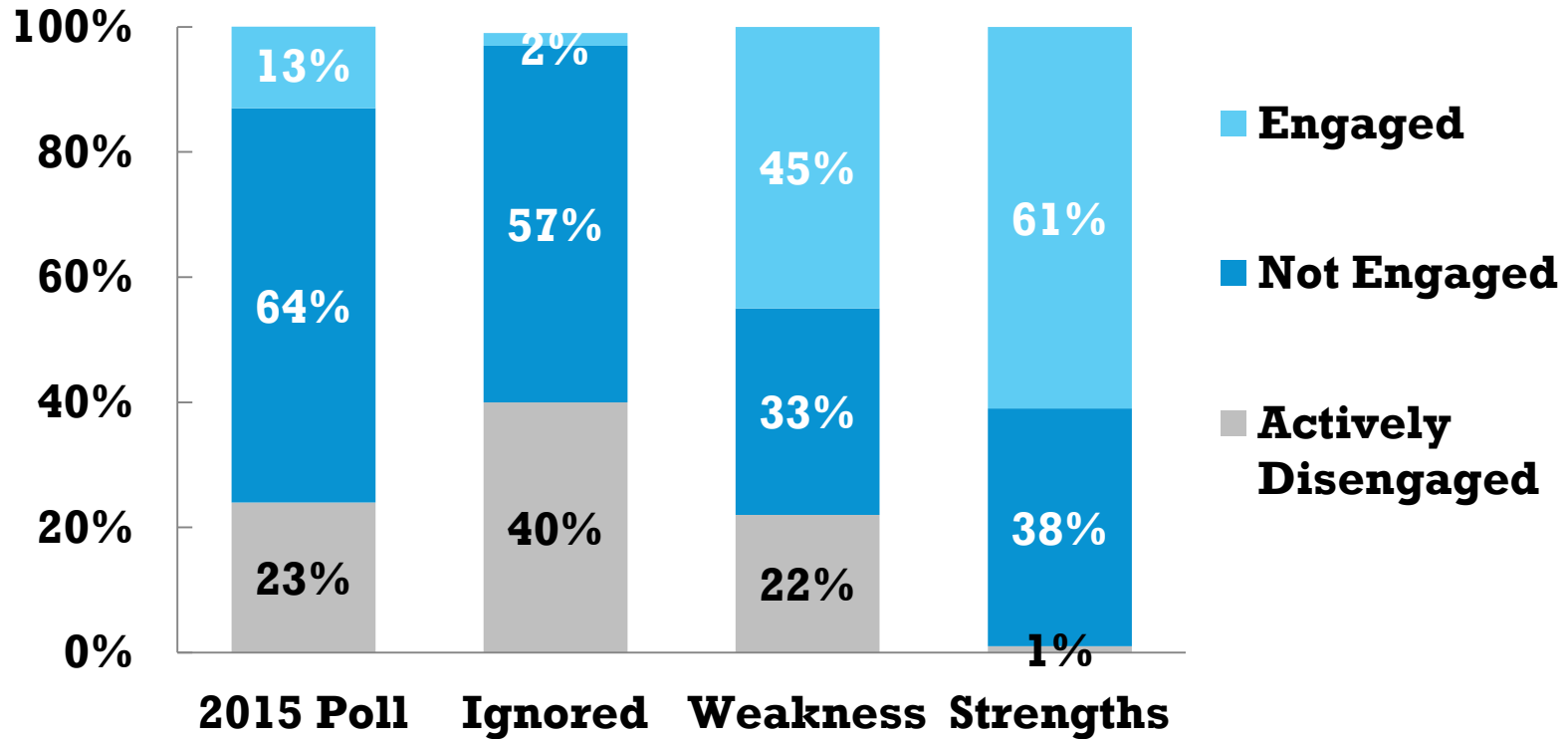
Donald O. Clifton,
psychologist and
business executive
(1924-2003)



Strengths

Our strengths help us to understand who we are, what gives us energy to get things done, and guide us towards reaching our full potential

- ❖ They **DESCRIBE** us
- ❖ They **INFLUENCE** our choices
- ❖ They **DIRECT** our actions
- ❖ They **EXPLAIN** why we are better at some things than others





Key to success

...is to fully understand how to apply your greatest, unique talents and strengths in your **everyday life**.

People Working in the *Strengths Zone*...

look forward to going to work.

have more positive than negative interactions with coworkers.

Are more **ACCURATE**

tell their friends they work for a great company.

WORK FASTER

ACHIEVE MORE DAILY

have more positive, creative and innovative moments.

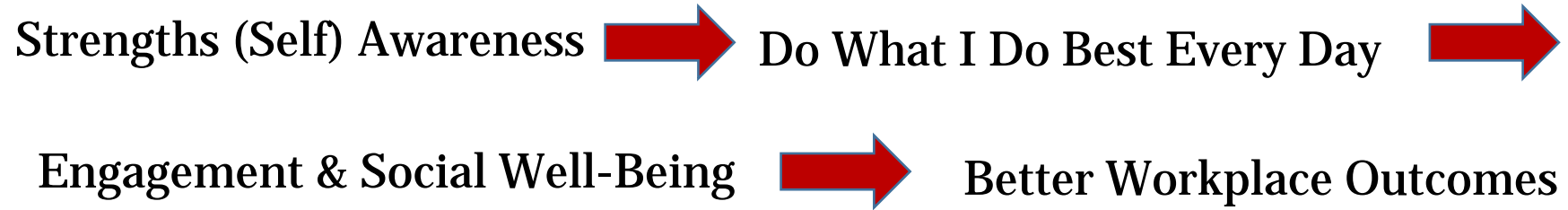
treat customers better

...are **six times** as likely to be **ENGAGED** in their jobs.

...are three times as likely to report having an **excellent quality of life**.



Executing	Influencing	Relationship Building	Strategic Thinking
<ul style="list-style-type: none"> • MAKE THINGS HAPPEN • IMPLEMENT A SOLUTION • WORK TIRELESSLY • GET 'R DONE • IDEA TO REALITY 	<ul style="list-style-type: none"> • REACH A BROADER AUDIENCE • ALWAYS SELLING • TAKE CHARGE • SPEAK UP 	<ul style="list-style-type: none"> • ESSENTIAL GLUE • CREATE UNDERSTANDING • GREATER THAN THE SUM OF THEIR PARTS • SAME PAGE • RESOLVE CONFLICT 	<ul style="list-style-type: none"> • FOCUSED ON WHAT COULD BE • ABSORBING ANALYZING INFORMATION • MAKE BETTER DECISIONS • FUTURE THINKERS
<p>Achiever</p> <p>Arranger</p> <p>Belief</p> <p>Consistency</p> <p>Deliberative</p> <p>Discipline</p> <p>Focus</p> <p>Responsibility</p> <p>Restorative</p>	<p>Activator</p> <p>Command</p> <p>Communication</p> <p>Competition</p> <p>Maximizer</p> <p>Self-Assurance</p> <p>Significance</p> <p>Woo</p>	<p>Adaptability</p> <p>Connectedness</p> <p>Developer</p> <p>Empathy</p> <p>Harmony</p> <p>Includer</p> <p>Individualization</p> <p>Positivity</p> <p>Relator</p>	<p>Analytical</p> <p>Context</p> <p>Futuristic</p> <p>Ideation</p> <p>Input</p> <p>Intellection</p> <p>Learner</p> <p>Strategic</p>





Theme 2:

Importance of creating a workplace culture that attracts, engages, and retains women



When you create an environment where individuals have the opportunity to do what they do best, they are ...

3x as likely to say they have an excellent quality of life.

6x as likely to be engaged in their jobs.



“Success is liking yourself, liking what you do, and liking how you do it.”

Maya Angelou



At work, do you have the
opportunity to do what you do
best everyday?



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Women rank higher
in certain
relationship-
building strengths
compared with men.



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Women who are out of the workforce are doing the best at managing their **social well-being**.

Organizations need to help employed women lead a life well-lived, which includes **fostering their social connections**



And yet, the *social well-being* of working women falls short of where it can and should be.

45 %

of women who are out of the workforce have thriving social well-being.

38%

of employed women have thriving social well-being



Discussion:
**How can you help cultivate
social well-being in the
workplace?**



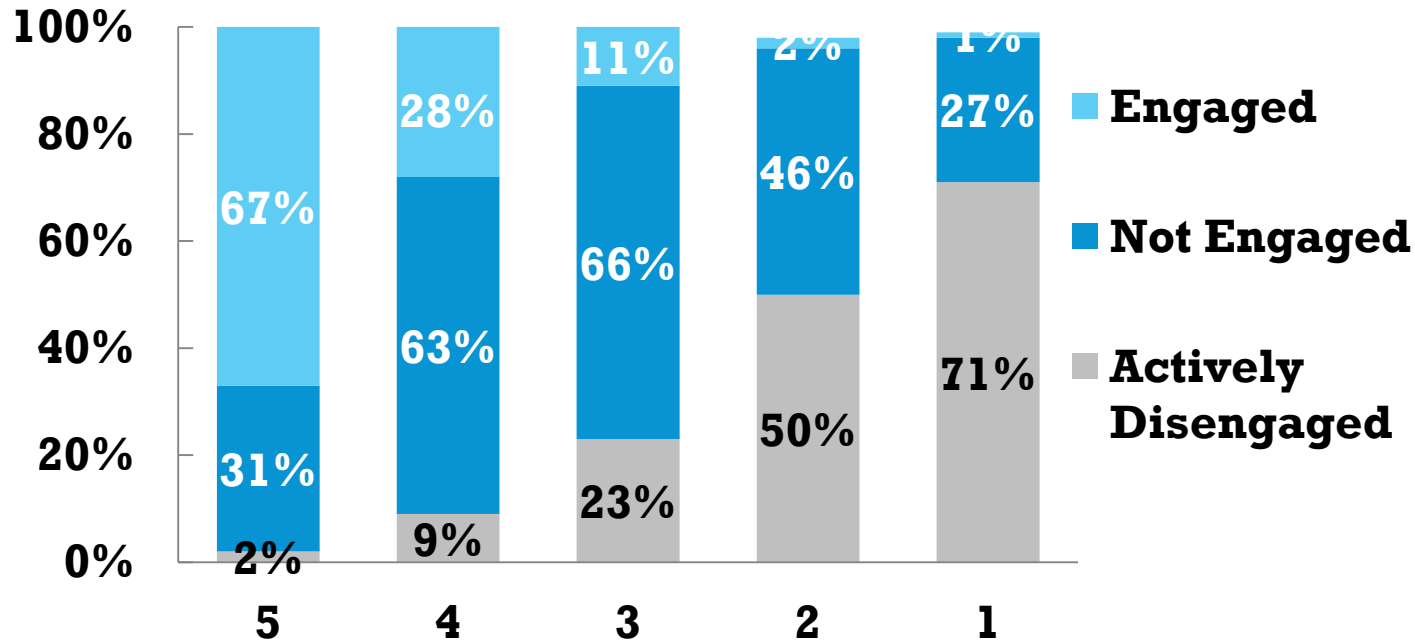
Impact of engagement in the workplace (manager)



Knowing individuals' strengths
helps position them for success
and empowers and **capitalizes** on
their **uniqueness**.



“My manager focuses on my strengths”





What engagement really is...

Engagement **is the presence of 12 critical working conditions** that lead to higher performance:

Engagement **is not**...








How content employees are.

How happy employees are.

1. Clear expectations
2. Proper materials and equipment
3. Utilization of employees' strengths
4. Recognition for good work
5. Caring about employees
6. Developing employees
7. Listening to employees
8. Connecting employees' work to an organization's mission/purpose
9. A commitment to quality
10. Creating strong relationships and partnerships
11. Talking to employees about their progress
12. Giving employees learning and growth opportunities



Business units in the top engagement quartile show...

70%		FEWER SAFETY INCIDENTS
21%		HIGHER PROFITABILITY
10%		HIGHER CUSTOMER METRICS
17%		HIGHER PRODUCTIVITY
41%		LOWER ABSENTEEISM
40%		LESS QUALITY DEFECTS
59%		LESS TURNOVER

.... than bottom-quartile business units.



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Strengths and engagement at UNL

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Clifton Strengths Institute

Mission:

- Learn strengths-based sciences
- “Juilliard School” for high potential entrepreneurs.
- Identify talents to maximize engagement, well-being, and success

Application:

- 80 Coaches → 800 students → 2 coaching sessions
- Clifton Builders Program
 - Women leaders & entrepreneurs



Donald O. Clifton,
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Clifton Builders Program

- Identify strengths → work culture
- Understand how to apply strengths to effectively lead and manage
- Engagement consulting





Student success story: Jasie

Hometown: Gering, NE

Strengths: Achiever, Futuristic, Relator, Ideation, Learner

“I want to build an impact. I hope to start my own business that will also help serve my hometown community to give back to those who have given the most to me. Through this, I will create a lasting impact for myself and for others in my life.”



“The Builders program has encouraged me to participate in competitions, given me a stronger network, and encouraged me to pursue my goals.”



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Thank you!

Questions?



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