

## Employee Engagement to Maximize Performance

The last few years have been tough! Business owners have had to change (and often, eliminate) many of the ways they compensate and motivate their teams. Gone are the days of ping-pong tables, big bonuses and free soda. Now, it's no raises, more work and a load of uncertainty. Yet, we still need our teams to come to work everyday and give 110%. How do we engage our employees' hearts and minds when we can no longer pour on lots of cash compensation?

In this presentation, Brad Farris address how to overcome these challenges by building trust while also creating transparency and maintaining your authority as the leader.

We cover how to:

- Motivate your team (and not necessarily with money!)
- Engage your team to deal with the uncertainty in the marketplace.
- Create a "new deal" with your team that you can afford and is attractive to them.
- Increase transparency, create trust and get more for less.
- Position your firm to win in the coming employee swap meet.

Brad Farris addresses these issues using examples drawn from his 10 years of consulting with Small Business Owners. He cites examples of clients who have done things well and others who have made mistakes.

Brad's speaking style is dynamic and interactive – no PowerPoint here! He uses a flexible format, allowing enough time to appropriately address members' concerns.

**Value to Members:** Members will leave with a new understanding of the levels of employee engagement. We will map a specific plan for gaining more commitment and effort from your team. But it's not just all about them. In order to make significant gains in engagement, the owner has to make some changes as well. We will outline the risks and opportunities that they present. Members should leave with a solid plan they can take back to their workforce and begin implementing.

**Biography:** Brad Farris is a Principal Advisor with Anchor Advisors, Ltd. in Chicago. Anchor Advisors, Ltd. helps business owners to grow their business by clarifying their purpose, getting the most out of their people, developing consistent processes and understanding their key performance measures. Prior to founding Anchor Advisors, he worked for a privately owned conglomerate where he was part of a team that purchased small businesses. After a transaction was completed, Brad was often asked to take an operating role in the acquired firm.

Farris has spoken on the issue of compensation for over 10 years, though this is his first year speaking to Vistage groups. Brad is a lifelong learner, with an undergraduate degree from Northwestern University and additional continuing education from the University of Michigan and the University of Chicago.

