

ImaginACTION WORKSHOP

DREAM IT. DO IT.

If you've ever dreamed of how to achieve a quantum leap in everything from quality to productivity, from customer loyalty to sales and profitability, ask yourself a few key questions:

- How does your organization stack up on the employee engagement scale?
- How much impact do you think a more highly engaged workforce could have on your business?
- How much do you think disengaged employees are costing you?

Statistics on the engagement of the American workforce are bleak. According to the 2013 Gallup "State of the American Workplace Report," **disengagement costs American businesses an estimated \$450**

billion to \$550 billion annually. Here's more sobering data from the study:

- Only 30% of workers surveyed are fully engaged and inspired at work.
- At the other end of the spectrum, nearly 20% of employees are actively disengaged and spreading discontent.
- The other 50% in the middle are showing up and doing their jobs, but they are not actively engaged and inspired to go the extra mile.

Those numbers might seem daunting at first. But imagine the impact if you could tap even a fraction of the potential for getting employees more fully engaged. That's where we come in.

Landes & Associates offers a new path to extraordinary employee engagement. It starts with a compelling premise about the core differences between human beings and other living creatures—**imagination and free will**—and how those two qualities are inseparably linked. That premise opens the door to a fresh understanding and appreciation for human nature in the workplace, and it sets the stage for a breakthrough in optimizing employee performance, putting you on course for out-of-the-box business results.



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ABOUT LANDES & ASSOCIATES

Les Landes is a nationally recognized expert on communication and employee engagement. Les formerly was the head of corporate communication for Pet Incorporated, a major international food company. He is the author of the popular business fable, "Getting to the Heart of Employee Engagement," and he is the host of the online radio talk show, "Employee Engagement: The Heart of Business Success."

Mike Simms is a leading authority on systems and processes for performance measurement and systematic continuous improvement. His thought-provoking insights and hard-nosed practical solutions come from working in the trenches as a plant manager for Wainwright Industries, a former Baldrige National Quality Award winner. Mike specializes in working with front-line supervisors and middle managers to help them optimize employee engagement.



IMAGINACTION WORKSHOP

Now, with the *ImaginAction Workshop*, you can learn how to tap into the breakthrough potential of your workforce, and create the type of organization where employees love to work and customers love doing business.

During this customized event, your team will IMAGINE the possibilities for exceptional employee engagement – and then lay out a course of ACTION for realizing the dream – for your employees, your customers and your business.