

Happy Workers are Profitable Organizations' #1 Secret & the Relationship-Cube™ Model is the Rx to Sustained Success

Global talent acquisition and management firm Korn Ferry has recently revealed what many of us in the talent development and leadership space have long learned, “happy” members of your organization are your greatest asset. And, “nomads” are those with a job hopping resume of internal position acceleration movement or externally moving from one organization to another, actually bring greater long-term damage to employers than gain. Nomads are the #1 counterproductive disrupter in the workplace today and their toxicity kills the needed relationships necessary for success!

And, one more time Michael C. Bush in his TedTalk™ “The Way We Work” has chronicled and added to the pile of quantifiable research by other research survey organizations — like Gallup, Deloitte, Quinnipiac, SHRM, ProfessionalPerformanceMagazine.com, www.JeffreyMagee.com, ASTD, and countless institutions of higher learning — to what I have been advocating through client work for nearly three decades, and chronicled in my last three graduate management text books – *happy workplace environments and thus genuinely happy employees equal greater levels of sustained success, productivity and profitability!*

To create the right conditions, attract and retain the talent necessary for this to become your reality, it is a byproduct of an endless equation of variables (KPIs), from how your people live and engage one another in the workplace, to the **TALENTification®** (www.lulu.com/shop/search.ep?keyWords=talentification&type=) of how you develop and create the layers of accountability among people in an organization. The number one killer to this are what I call your “nomads”. Reverse engineer the statements on culture, it is people and what people do that creates, sustains or implodes culture. Likewise, how you develop and reinforce this creates culture.

Here is what we know about research of the 3 billion people working on planet Earth. It is estimated that a mere 30-40% are happy in what they do. And, from that, what we know about organizations with happy people is that:

1. These organizations are three times more profitable than others
2. These organizations outperform the stock market or comparative businesses by a factor of three
3. These organizations have a greater employee retention and their turnover is 50% lower than other businesses

What I have found is that the organizational effectiveness of an organization overall, or that of their business units, may have some measurable and incremental influence from but are not limited to:

- It’s not about extra pay
- It’s not about extra toys
- It’s not about safe space rooms
- It’s not about freebies
- It’s not about anything that one might think is top of list of things that management or ownership must provide

It really is about something bolder than all of this line of thought, and something which amazingly many business managers elevated into leadership roles still just do not intellectually comprehend – It is about how leaders engage and treat the people within the organization. It is about how individuals engage and treat one another within the organization that creates happy colleagues.

So, how do you really create business units and organizations that foster, create and support happy people in the workplace? How do you create interactions that feed your happiness state of mind and that of those in your life circle?



Jeffrey Magee

The Relationship Cube™ Model

As a Certified Management Consultant (CMC) and the collective interaction with fellow CMC’s globally along with my many clients over the years, I have recognized that there are four pathways to a happy, engaged, appreciative workplace collective of employees (entry level to the boardroom). The specific Key Performance Indicators (KPIs) or how you achieve each is endless. Consider this model, and then consider the deposits and withdraws of each of the four sides.



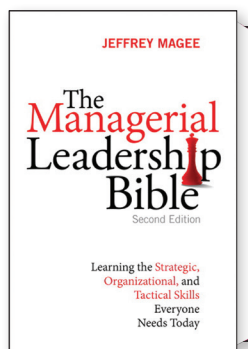
To best understand this model, equate it to a banking account. With each person you engage, there is a relationship account between you and them (you can be your organization, your culture, your brand promise, and an individual perspective), and that is the *Relationship Cube*[™]. There are four sides to this account and you can only make deposits into the relationship from one of four areas. Likewise, we make withdraws from these accounts with people from four sides. And, there are an endless degree of ways you can do this.

You must understand each person on their terms; what each side means to them and how to make deposits into it, recognize how often you should make deposits, and recognize which deposits may actually be counterproductive and rejected. You must always make more deposits into the *Relationship Cube*[™] in order to make or receive withdraws from that relationship!

Consider some of these universal deposits into any one of the four sides of this account or relationship. And, how you demonstrate them with others in gaining a greater understanding of what influences your happiness and that of others. Just as others should understand what deposits strengthen the *Relationship Cube*[™] between them and you, and gives you a road map to what the individual KPIs equate to one's happiness and overall performance in one's personal and professional life.

TRUST Account Deposits

- Honesty
- Do what you say
- Standby others
- Empower others
- Know what others value and garner that
- Keep confidences
- Don't mislead or lie
- Be willing to make the tough calls others shy away from
- Avail oneself to others freely and without expectation of a deposit in return
- and, more ...



ASSERTIVENESS Account Deposits

- Invite and listen to their opinions and views
- Empower others
- Support others
- Delegate growth tasks and opportunities
- Get out of others' way
- Help others attain their goals
- Reward appropriately and freely
- Defend them/others
- Compensate appropriately
- and, more ...

MOTIVATION Account Deposits

- Genuine, sincere Thank You
- Acknowledge successes immediately and personally
- Acknowledge successes immediately and publicly
- Provide meaningful and appropriate awards
- Provide meaningful and appropriate rewards
- Cash, bonuses, pay raises
- Promote without reservation when earned
- Celebrate as others like to celebrate
- Delegate more
- and, more ...

COMMUNICATION Account Deposits

- Listen
- Ask engaging and non-threatening questions
- Make time for engagement
- Communicate to them as they prefer to communicate
- Show sincere interest
- Don't violate things which others value or are offended by
- Be supportive in communication exchanges

- Demonstrate you are willing to take action to exchange with others
- Be conscious of your tone of voice and messaging with others to be respectful
- and, more ...

Understanding the deposits that are valued by each individual gives you powerful insights as to what the currency is for a wealthy and healthy relationship, and this creates happiness within individuals. You will also understand what the currency is and what the currency exchange rate is for deposits versus withdraws with each person in your sphere of life.

Beware of the nomad as they are time suckers, emotion suckers, integrity suckers, and always have an overdrawn relationship account with those around them. They always withdraw from others' accounts and never make meaningful deposits. They are artists at the deception game and leave everyone around them the polar opposite of happy.

As you look into your mirror-of-life, when you are happy, you will recognize that you are capable of dealing with challenges more effectively, you enjoy and see what is best in others, you contribute to what you do at a deeper level, and your stock value goes up with those around you – you and others now win!

Jeffrey Magee, PhD, PDM, CSP, CMC, CBE, is the "Thought Leader's Leader." Jeffrey is the publisher and editor-in-chief of *Performance 360 Magazine*, editor of *Trajectory Code* and *Performance Driven Selling* blogs, a former nationally syndicated Radio Talk Show Host as well as a published author of several books including *Performance Execution*, *The Managerial Leadership Bible*, *The Sales Training Handbook*, and *Your Trajectory Code*. He is also a columnist and highly sought motivational-leadership speaker. The recipient of the United States Junior Chamber's Ten Outstanding Young American's (TOYA) Award, and the United States National GUARD's Total Victory Team Medal for civilian contribution to the Armed Services.

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