



Earning Discretionary Effort

By Karla Brandau, CEO
Workplace Power Institute

A new work order is emerging based on a continuous change cycle in the nature of organizational life and the expectations of the workforce. Revolutions in technology, growth in globalization, endless business mergers and unavoidable marketplace fragmentation have fundamentally changed the nature of organizations. Simultaneously a workforce has emerged that is more educated, mobile, diverse and discerning in work and life choices than ever before.

Whatever was left of the old industrial age social contract between employer and employee has been torched by the recession and the race to the new information age.

What will be the dynamics of the new social contract? How much discretionary effort will employees give and what will organizations do to earn that discretionary effort?

Earning discretionary effort from employees requires a savvy leadership team that understands the new RossBrandau Engagement and Discretionary Effort (EDE) Leadership model.



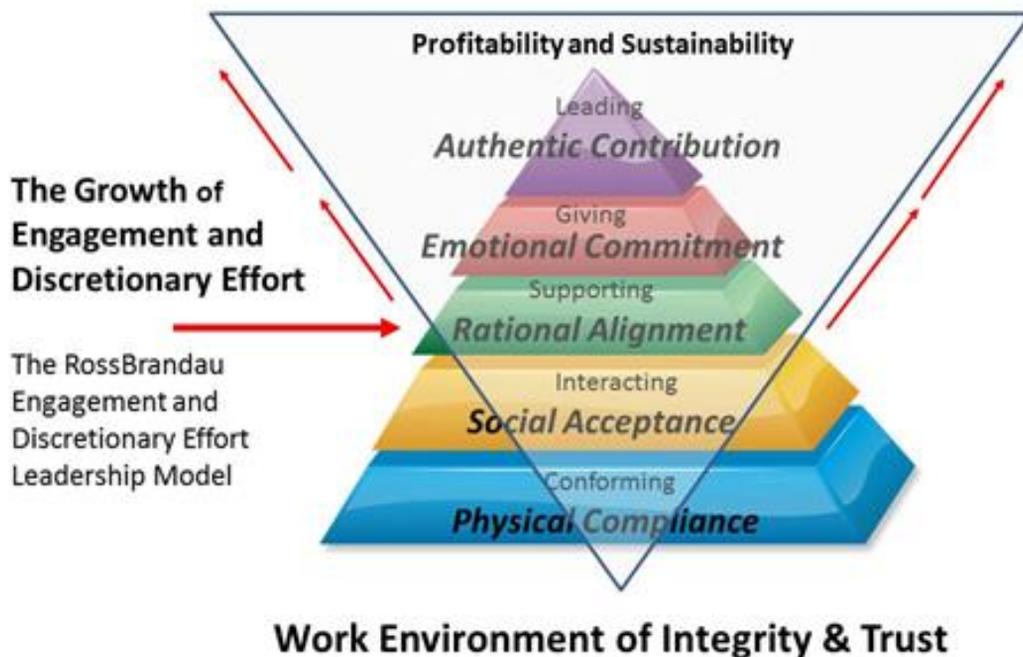
Engaging, charismatic leadership for the entire top-level team

Employees don't leave companies, they leave managers.
Give your managers the tools they need to:

- Put the employee in the right job
- Teach the employee to do the job right
- Focus the employee on reducing waste and errors
- Give the employee growth opportunities
- Motivate the employee to give more discretionary time
- Inspire the employee to greater performance heights

Train your managers in the RossBrandau
Engagement and Discretionary Effort (EDE) Leadership Model

RossBrandau EDE Leadership Model



The growth of Discretionary Effort Leading to Profitability In Your Organization

Encourage your leadership team to have a daily focus on a work environment of integrity and trust. Study the structure of your company's systems, policies, and procedures to ensure the first three levels are not being inadvertently sabotaged.

If your company is sound structurally and the first three levels are carefully managed, the fourth level, Emotional Commitment, will begin to happen naturally and you'll notice employees giving discretionary effort and intellectual mindshare to solve difficult problems.

The triumph of your leadership team is recognized when valued employees move to the fifth level, Authentic Contribution, where they take ownership and treat your business like their own.

If your leadership team is properly coached and knows how to engage your workforce, your employees will give you discretionary effort, bring innovation to your products and gentle care to your customers, thus increasing stockholder value.



Need to increase stockholder value and confidence?

Not just your stockholders, but all stake holders will thank you for the culture of authentic contribution created by your top leadership team.

As the RossBrandau Discretionary Effort Leadership model is implemented in your organization, your leaders and managers will establish a new 21st century social contract that will engage employees in spite of the uncertainty in our chaotic world of technology and globalization. They will create personal yet professional relationships, enabling them to customize a motivational approach that engages the passion and commitment of each employee.

The question is:

What will be the dynamics of the new social contract be in your organization?

Will it motivate employees to give discretionary effort?



**Implementation of the
RossBrandau Engagement and Discretionary Effort (EDE)
Leadership Model**

brings positive culture change and increased profits
to your organization.

**For a complimentary consultation call
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