

Selecting Leaders

Aligning Leadership

Enabling Growth

Back to Basics

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CONROY  ROSS PARTNERS
LEADERSHIP + GROWTH

Conroy Ross Partners helps leaders select, align, and enable teams that make organizations successful

- Conroy Ross Partners is Western Canada's leading Business Advisory, Executive and Professional Search firm providing **Leadership + Growth** solutions



- **Selecting leaders & their teams**

Through a structured process that...

1. Defines the role
2. Attracts the right candidates
3. Assesses their capabilities
4. Selects the "right" leader
5. Integrates them into the business

- **Aligning leadership**

Both individually and for the team through...

1. Executive Coaching
2. Team Facilitation
3. Governance
4. Cultural "Audits"

- **Enabling growth**

Both organically and through mergers & acquisitions by...

1. Establishing strategic direction
2. Defining "how" to operate
3. Configuring organizations
4. Developing the plans to grow and for post-merger integration
5. Managing the change

What is the common theme among the winners of these programs?



Attracting and retaining exceptional people!



Becoming an organization of A-players takes a strategic focus on setting the right internal objectives

- Becoming an exceptional employer doesn't happen overnight, it takes

Strategy

- But how do we effectively become an “employer of choice”?
 - ~~What must come from sales, what is the most effective way of gaining clientele?~~

Employee Advocacy

How do you create employee advocacy? Your employees are here by choice, treat them as such

1. Treat employees like volunteers

Employees can leave at any time, recognize that spending time with you is:

A Choice




How do you create employee advocacy? Provide organizational direction, employees thrive on it

2. Create a Vision centered around one big, hairy and audacious goal



Employees need a **unifying** goal, something to get **excited** about




Open your employees eyes to the possibilities

Communicate the goal, let people see it as **reality**, let people see your excitement



How do you create employee advocacy? Paid for performance compensation plans

3. Focus compensation on what matters – their performance



PFP (Pay for Performance) Plans **align** people to your **vision** and give them the power of **choice** over their compensation

Effective PFP's provide:

1. High frequency of tangible rewards
2. Targets within their span of control
3. Targets that are reasonable and agreed upon

How do you create employee advocacy? Provide room to grow

4. Provide a clear road map of where employees can grow

Show people how they can impact the vision and grow by practicing:

Career Pathing



How do you create employee advocacy?

MEASURE, MEASURE, MEASURE

5. Always have your finger on the pulse of your people

Conduct employee satisfaction surveys that are:

1. Frequent
2. Easy to administer / complete
3. Consistent year-over-year
4. **Directly tied to changes to actionable strategy**



Focusing on the reasons people choose to exercise their right to leave will help to create employee advocacy

Top reasons employees leave

1. Perceived lack of vision
2. Belief they are not paid fairly
3. Do not see a clear career path
4. Feeling of not being heard (or voice ≠ change)



Focusing on the reasons people choose to exercise their right to leave will help to create employee advocacy

Correct these issues:

Employee Advocacy

Which will lead to:

Customer Advocacy



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