




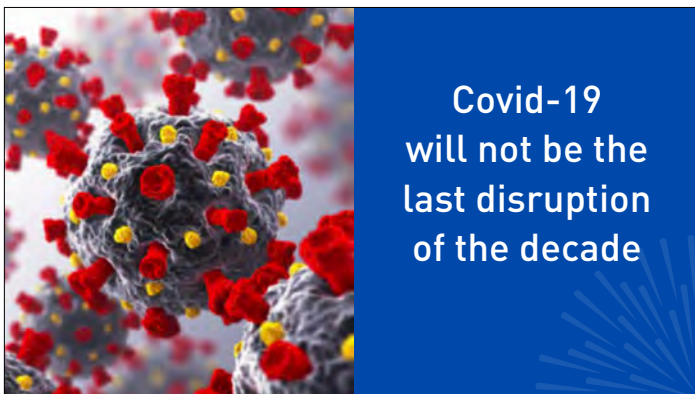
The Unified Theory of
Everything People:
Build and retain your
2030 workforce

IGNITEGLOBAL Helping You Light Up Your Workforce Kim Seeling Smith, CEO LUCID



Kodak
Moment

IGNITEGLOBAL Helping You Light Up Your Workforce



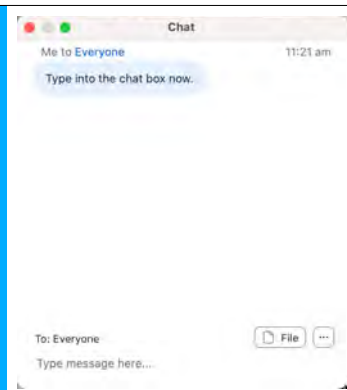
Covid-19
will not be the
last disruption
of the decade




Disruption



What are some
practices in your
organization that
you suspect are
out of date?





The Unified Theory of Everything People

- With special emphasis on 1:1 check-ins

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Optimal Hours with the Boss Study


“ **LEADERSHIP 10**

People who spend 6 hours per week interacting with their leader are:

- 29% more inspired
- 30% more engaged
- 16% more innovative
- 15% more intrinsically motivated

than people who only spend 1 hour per week interacting with their leader ”

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70%

variance in employee engagement scores caused by managers

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What Great Leaders Know and Do

“

They form deep connections with superiors, peers, and direct reports, studying and meeting the needs of key stakeholders.

— What Great Executives Know and Do, HBR January 2016

”

**Harvard
Business
Review**

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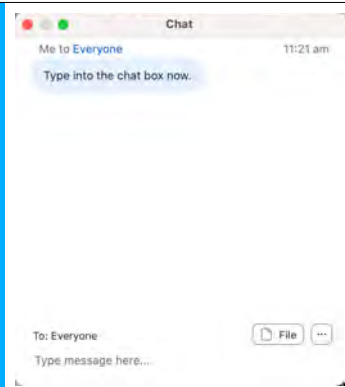


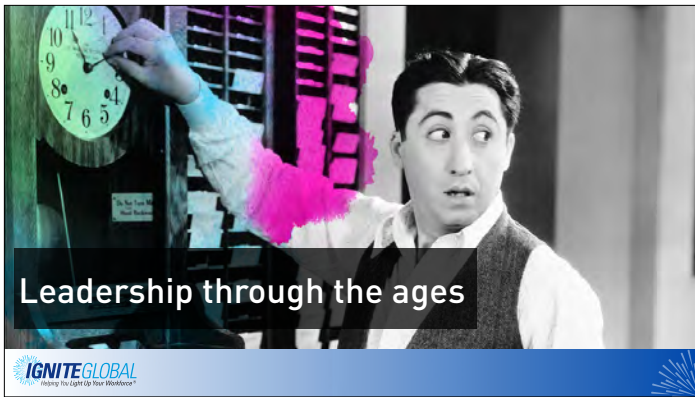
**Confusion /
frustration!**

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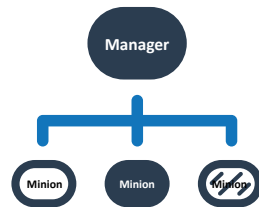


**Why do you think
managers do not
spend enough
time speaking to
their direct
reports?**

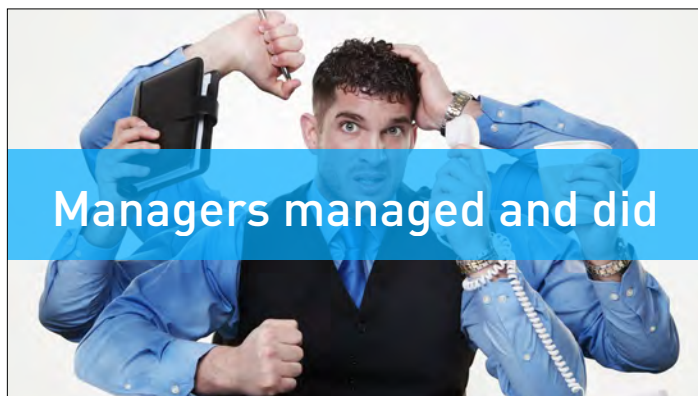




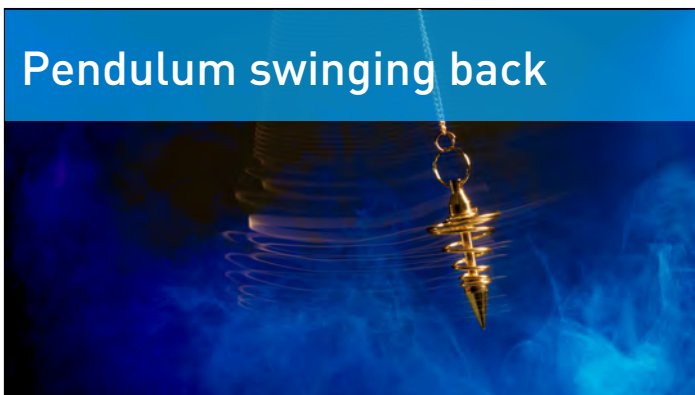
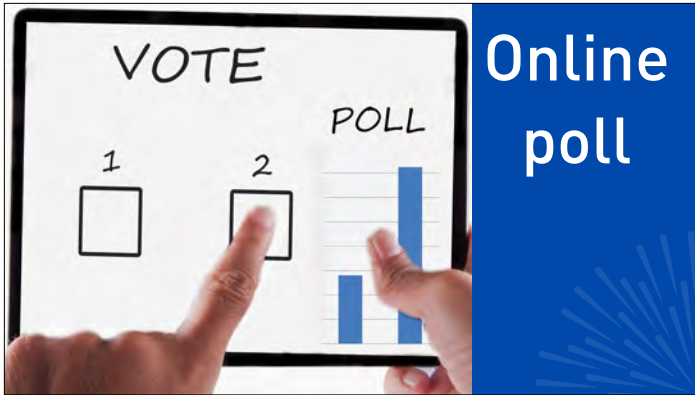
Old School People Practices













Case Study

How Training Middle Managers Transformed a Toxic Environment with High Turnover into a Stable, Growing Company

"The effort was taxing. They (middle managers) are working to build a team that effectively and sustainably lives in the job for 90 days." - Bob K.

Client: FMS
Industry: Mortgage Title
Location: WA

CHALLENGE: Employee turnover was high, and engagement was low.

CHALLENGE: The FMS team had a toxic environment and high employee turnover. The business had been struggling for years. The FMS team had a high turnover rate of 100% and a low engagement level. The FMS team had a high turnover rate of 100% and a low engagement level.

SOLUTION: Training middle managers to culture the attitude and attitude.

RESULTS: Turnover reduced by over 50% and employees are engaged.

First Mortgage Systems

NOW of Work Expert

75 Testimonials on LinkedIn
Kim Seeling Smith

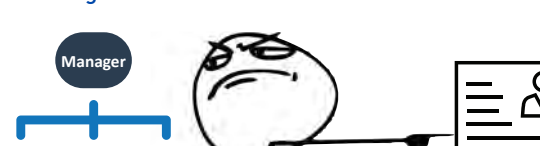
A Few Of The Brands We Have Partnered With

The collage features logos for the following brands:

- Reed Exhibitions
- CISCO
- BRICKWORKS
- BRISBANE MARKETING ECONOMIC DEVELOPMENT BOARD
- AMP
- MLC
- CUSHMAN & WAKEFIELD
- ABInBev
- Wagsy Home
- Cardno
- Commonwealth Bank
- Heritage Bank
- FMS
- NBNC
- TransUnion
- foodco
- EY
- GE Capital
- Maxxia
- NORTHROP
- tassal
- Hunter Express
- alcherry
- SQUARESPACE
- Travelex
- SPLRKS
- software AG
- paloalto
- IGNITEGLOBAL



Old School Organizational Structures



```
graph TD; Manager((Manager)) --- Minion1((Minion)); Manager --- Minion2((Minion)); Manager --- Minion3((Minion));
```

Manager

Minion

Minion

Minion

Job Description

List of duties and responsibilities

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Old School Organizational Structures

Unified Theory of Everything People

Target Rich Objectives:

- 5 or fewer outcomes
- with measurable results,
- written in real language

Needs of organization
Vs
Needs of individual

Needs of organization
Vs
Needs of individual

Real life job description: Target Rich Objectives



Your expected achievements in this role include:

- To deliver projects on time and on budget and to exceed clients' technical and service expectations. This will be measured by formal and informal client feedback as well as a percentage of repeat business to be set with your direct manager once you begin your new job.
- To support exceptional people so they can operate at their full potential. This will be measured by completing one project per quarter that you and your direct manager agree to in advance.
- To be responsible for developing a specific dollar amount of new business per year. This amount will be agreed to with your direct manager and updated as required.
- To manage the risk of doing business by complying with all non-technical processes and systems outlined in the applicable documents.



Real life job description: software^{AG} Target Rich Objectives

As a results-based organization operating in a high performance culture, you will be successful when:

- You meet and exceed your revenue/booking goals as defined in the Software AG Compensation Plan. These plans are typically issued annually in January, are approximately 10X base salary and measured quarterly.
- You will be expected to have a land (minimum 1 new logo customer per quarter) and expand (a second transaction within a twelve-month period of the first) strategy within your accounts.
- You will be expected to have an account plan for each account with the potential to deliver \$500k from land and expand deals.



Break out rooms 10 minutes

- Do your job goals/objectives/ KPIs read like this?
- If they did, what problems would you be able to solve that you re currently experiencing?



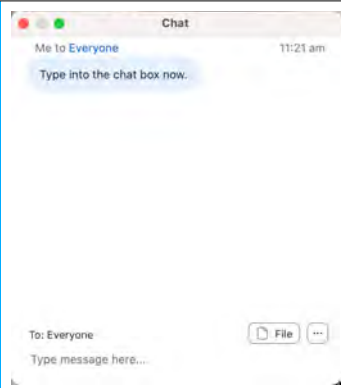
Unified Theory of Everything People



Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

What do you need to screen for in the interview process to make sure they can achieve the results you want them to achieve?





Unified Theory of Everything People



STRENGTHS

Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language



Unified Theory of Everything People



STRENGTHS

Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

Unified Theory of Everything People



STRENGTHS

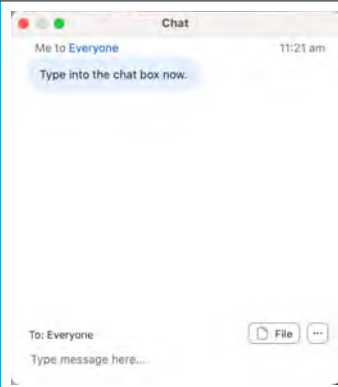


Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

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What determines
culture fit?
(1 word)



Unified Theory of Everything People



STRENGTHS
VALUES



Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

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Unified Theory of Everything People

PURPOSE

Me
Us
Them

Customer or Community

STRENGTHS
VALUES

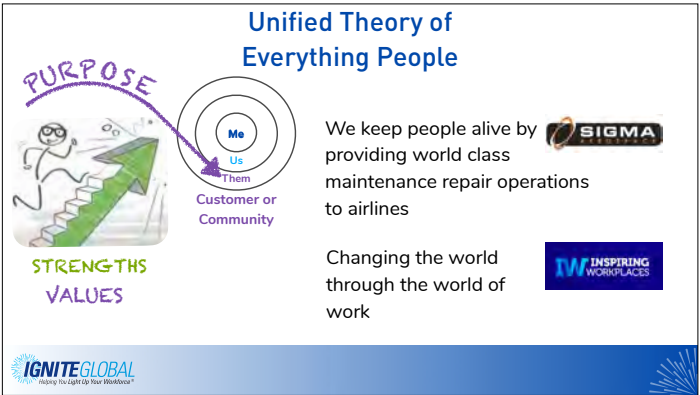
TARGET RICH OBJECTIVES
SUCCESS PROFILE

Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

IGNITEGLOBAL
making the light up your world

- Target Rich Objectives:**
- 5 or fewer outcomes,
 - with measurable results,
 - written in real language



Case Study

How Training Middle Managers Transformed a Toxic Environment with High Turnover into a Stable, Growing Company

The world is turning. They realize managers are critical to the success of their organizations and have been in the job for 10-15 years. They are 50% female and 50% male.

Challenge: Employee turnover was high, and engagement was low.

Solution: Training middle managers to improve their attitude and skills.

Results: Turnover reduced by more than half and employees are engaged.

First Mortgage Systems

Reduced employee turnover from 45% - 30% within 6 months of using the SPOT On™

IGNITEGLOBAL Success Profile Framework

Traditional job descriptions are outdated and ineffective.

InsightPaper

Managers have to write them and typically integrate this into HR. This is a big mistake when it comes to the person managing the team. They are typically poorly written, containing a laundry list of tasks or duties and responsibilities that are mostly generic and have little to do with the specific responsibilities of the role.

The SPOT On™ Success Profile Framework is a new way to write job descriptions. It is a 1:1s framework that is easy to use and understand. It is a framework that is easy to use and understand. It is a framework that is easy to use and understand.

PURPOSE

STRENGTHS

VALUES

Customer or Community

Autonomy with accountability

Structured Monthly 1:1s

Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

TARGET RICH OBJECTIVES

SUCCESS PROFILE

THE 9 CURRENCIES OF CHOICE

5,000
Exit Interviews

IGNITEGLOBAL
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Breakout rooms
5 minute breakout rooms

What is missing?

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THE 9 CURRENCIES OF CHOICE

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Helping You Light Up Your Workplace





#1

top engagement
factor in Australia





#1

top engagement
factor Globally



“

Right Management reported in
Advancing Career, Driving Results that
37% of the workers studied **never had
career conversations with their
managers.**

Broad Benefits of Remarkable Career Conversations
- Caela Farren, MasteryWorks, Inc.

”

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Helping You Light Up Your Workplace



Mind Reading for Managers

- Know yourself
- Know your team
- Achieve anything!



The diagram illustrates 'THE FOCUSed CONVERSATIONS™' model. It features a central text 'THE FOCUSed CONVERSATIONS™' with a small icon of a person. Surrounding this center are six colored circles, each containing an icon and a label: a blue circle with a Wi-Fi symbol labeled 'STRENGTHS', a green circle with a target icon labeled 'OBJECTIVES', a purple circle with a person climbing a ladder icon labeled 'CAREER DEVELOPMENT', a pink circle with a carrot icon labeled 'UNDERLYING MOTIVATIONS', a blue circle with a group of people icon labeled 'FEEDBACK', and a green circle with a target icon labeled 'OBJECTIVES'. The circles are connected by a black line, forming a circular flow around the central text.



The Career Development Conversation

IGNITEGLOBAL
Helping You Light Up Your Workday

Career Development Case Studies

John

- A Financial Accountant
- He wanted to get out of the office for a number of years and have more respect for his
- He wanted to get out of the office for a number of years and have more respect for his
- He wanted to get out of the office for a number of years and have more respect for his

What could I do if I had John's same situation?

Evelyn

- A Project Manager in a Financial Services
- She was looking for a new challenge and wanted to move out of the office for a number of years and have more respect for his
- She was looking for a new challenge and wanted to move out of the office for a number of years and have more respect for his

What would you do if you were in?

Bonnie / Justin

- A Project Manager in a Financial Services
- They were looking for a new challenge and wanted to move out of the office for a number of years and have more respect for his
- They were looking for a new challenge and wanted to move out of the office for a number of years and have more respect for his

What lessons can be learned?

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Helping You Light Up Your Workday

Break out rooms

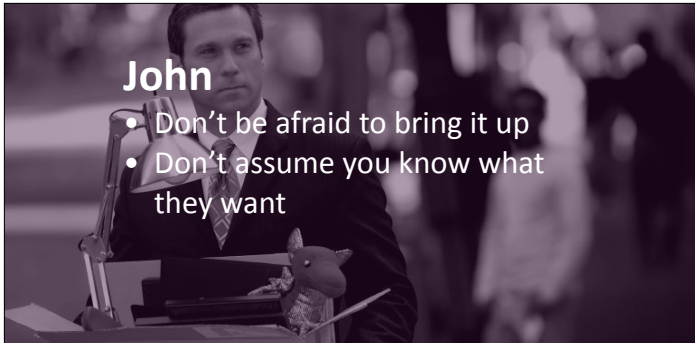
7 minutes

Group 1 - John/Graham

Group 2 - Evelyn

Group 3 - Bonnie/Justin

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A man in a suit, John, is speaking at a podium. He is holding a small stuffed animal. The background is blurred, showing other people.

John

- Don't be afraid to bring it up
- Don't assume you know what they want

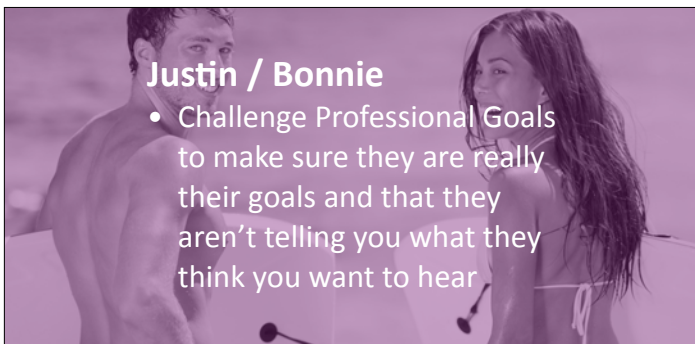
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A woman, Evelyn, is smiling and looking at a small object in her hand. She is wearing a white chef's hat. There is a bottle of oil and some food on the counter.

Evelyn

- Professional goals should support and align with Personal goals
- The smallest things make the biggest difference

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Helping You Light Up Your Workplace

A man and a woman, Justin and Bonnie, are standing together. Justin is shirtless and Bonnie is wearing a white top. They are both smiling and looking at each other.

Justin / Bonnie

- Challenge Professional Goals to make sure they are really their goals and that they aren't telling you what they think you want to hear

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The Career Development Conversation

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Helping You Light Up Your Workday

The 5 Step Career Development Process:

1. Get into an emotionally neutral state of mind.



Jane



The Career Development Conversation

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The 5 Step Career Development Process:

1. Get into an emotionally neutral state of mind.
2. Understand your Strengths.
3. Understand and evaluate what you value in a job/career.
4. Ensure your professional goals support and align with your personal goals.
5. Stay resilient

First Mortgage Systems

Further reduced turnover from 30% to 22% by upskilling their managers and implementing monthly 1:1s using the Mind Reading for Managers program

IGNITE Global Case Study

How Training Middle Managers Transformed a Toxic Environment with High Turnover into a Stable, Growing Company

The workload was burning. They couldn't manage. They were starting to feel of their job differently and were being seen in the job for 10-15 years. — Bob S.

CHALLENGE: Employee turnover was high, and engagement was low.

GOAL: Turn managers into leaders to achieve the attitude and skills.

RESULTS: Turnover reduced by more than half and employees are engaged.

Unified Theory of Everything People

PURPOSE

VALUES

STRENGTHS

Autonomy with accountability

Structured Monthly 1:1s

Target Rich Objectives:

- 5 or fewer outcomes,
- with measurable results,
- written in real language

TARGET RICH OBJECTIVES

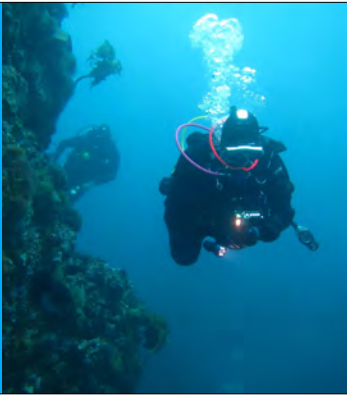
SUCCESS PROFILE

Free Gifts

- The SPOT On Success Profile™ Insights Paper which includes an overview of each section along with real-life examples
- The Currencies of Choice wheel (derived from over 5,000 exit interviews)
- A copy of the slides

Deeper Dive

- Mind Reading for Managers, Digital, On-Demand program available through Meeting School
- The SPOT On Hiring System™ contact me directly



Questions?

512-333-4587 US
1300 868 631 AU
Kim@IgniteGlobal.com
LinkedIn: Kim Seeling Smith

2 options for learning



- Binge the content and use it as you wish



- Drip fed approach with monthly checklists and emails

Exercises

The Wellbeing Vs Productivity Matrix

Interventions for increasing productivity and wellbeing are not always obvious. This matrix provides a framework for thinking about the relationship between the two and how to improve both.

The Wellbeing Vs Productivity Matrix is a tool for thinking about the relationship between the two and how to improve both.

Interventions for increasing productivity and wellbeing are not always obvious. This matrix provides a framework for thinking about the relationship between the two and how to improve both.

Activity — Motivational Preferences

Our ability to stay motivated is a key factor in our productivity. This activity is designed to help you understand your own motivational preferences and how they can be used to improve your productivity.

Our ability to stay motivated is a key factor in our productivity. This activity is designed to help you understand your own motivational preferences and how they can be used to improve your productivity.

Fall In Love With My Job Again™

Interventions

Our ability to stay motivated is a key factor in our productivity. This activity is designed to help you understand your own motivational preferences and how they can be used to improve your productivity.

Our ability to stay motivated is a key factor in our productivity. This activity is designed to help you understand your own motivational preferences and how they can be used to improve your productivity.

The collage features three primary educational documents:

- The Wellbeing Vs Productivity Matrix:** A conceptual document on the left side, partially obscured, discussing the relationship between wellbeing and productivity.
- Activity — Motivational Preferences:** A worksheet in the center with a numbered list (1-14) of statements for self-assessment. The statements include:
 - I am motivated by...
 - Learning about a new...
 - Working hard and...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
 - Working with a...
- Fall In Love With My Job Again™:** A worksheet on the right with a title, a subtitle 'Inspiration', and a list of 14 statements for reflection, such as 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...', 'I love my job because...'. The statements are arranged in a grid-like format with checkboxes.

Real life job description: Target Rich Objectives



Your expected achievements in this role include:

- To deliver projects on time and on budget and to exceed clients' technical and service expectations. This will be measured by formal and informal client feedback as well as a percentage of repeat business to be set with your direct manager once you begin your new job.
- To support exceptional people so they can operate at their full potential. This will be measured by completing one project per quarter that you and your direct manager agree to in advance.
- To be responsible for developing a specific dollar amount of new business per year. This amount will be agreed to with your direct manager and updated as required.
- To manage the risk of doing business by complying with all non-technical processes and systems outlined in the applicable documents.



Real life job description: **software** ^{AG}

Target Rich Objectives

As a results-based organization operating in a high performance culture, you will be successful when:

- You meet and exceed your revenue/booking goals as defined in the Software AG Compensation Plan. These plans are typically issued annually in January, are approximately 10X base salary and measured quarterly.
- You will be expected to have a land (minimum 1 new logo customer per quarter) and expand (a second transaction within a twelve-month period of the first) strategy within your accounts.
- You will be expected to have an account plan for each account with the potential to deliver \$500k from land and expand deals.



9 Currencies of Choice™

Derived from over 5,000

'exit' interviews: So you don't have to guess what your team needs to be fully motivated, engaged and to perform at their best.



Career Development Case Studies



What could / should Graham have done differently?

John

- Is a Financial Accountant
- Has worked for Graham (FC) for a number of years and likes and respects him.
- Called Kim to get advice on how to tell Graham he was leaving because he had so much respect for him.
- Only reason he is leaving is because he wants to become a Commercial Manager.
- Unbeknownst to John, Graham is in the process of reorganising the department and has earmarked John for a Commercial Manager Role.



What would you do if you were Jim?

Evelyn

- Is an IT Project Manager in a Financial Services company. She recently returned from the UK where she worked for the same company and loved her job.
- She works for Jim and they are good friends.
- One night over drinks Evelyn explodes exclaiming that she hates 'everything about her job' and that she is considering culinary school - despite the fact that she loved the same job in the UK.
- She is 32 years old and single.



What lessons can be learned?

Bonnie / Justin

- Are both young engineers
- Report to Steve who is looking for a successor so he can move out of people management and into Business Development.
- They both tell Steve they are interested in managing people and want to move into a supervisory role.
- Bonnie tells Steve how passionate she is about helping people achieve their goals and does so in her spare time as a Surf Life Saver Trainer.
- Justin offers nothing except a blank look when questioned about his reasons for wanting to manage people.

About Ignite Global



We help future focused organisations build and retain the workforce they need to thrive in the Decade of Disruption - what many are calling the period from now to 2030.

COVID-19 will hopefully be the most significant disruption of this decade, but the futurists, demographers and economists will tell you it certainly won't be the last.

In order to not only survive - but to thrive - organisations need 6 things:

1. A compelling, customer/community oriented purpose with a strong set of values that are used in hiring, accountability and decision making.
2. Collaborative leadership capable of making smart decisions with incomplete information and being able to pivot quickly and effectively when those decisions are proven to be incorrect (and some will).
3. Open, honest, transparent communication built on a foundation of mutual trust and respect.
4. A simple framework used to set and hold people accountable for great performance.
5. Managers who prioritise their team over their 'day job'. Who form deep relationships with staff, studying and meeting their needs (or managing their expectations when they do not).
6. The willingness to reimagine old school practices and processes that simply no longer work.

We help you accomplish the above through:

- Our Future/Now of Work Gap Analysis
- Strategic planning and facilitation with C Suites or Boards of Directors
- Our 3 signature programs:
 - The SPOT On Success Profile™: THE KEY to help you hire well the first time and hold staff accountable for great performance.
 - The SPOT On Hiring System™: A step by step framework, training and customisable forms and other assets to help you plan, prepare and conduct an effective and efficient hiring process.
 - Mind Reading for Managers: 5 FOCUSed Conversations for Greater Employee Engagement and Productivity™: A monthly 1:1 conversational structure with a 7 year track record of increasing employee engagement and retention.