

THE WORKING WOUNDED: REBUILDING MORALE IN THE AFTERMATH

Valerie Frederickson
Valerie Frederickson & Company

Overview

- Assessing the Damage
- Today's Challenges
- Assessments
- Action Steps

Assessing the Damage

What happened

- Revenue declined
- 5,304 average bankruptcies per day in 2009
- 15.3 million unemployed persons in 2009 (10%)
- Cost reductions
- Multiple lay-offs
- ER “issues”

Today's Challenges

Challenges:

- Retention
- Productivity
- Talent branding
- Talent shortages
- Workforce tensions
- Leadership communication
- Workplace “uncertainty”

Today's Challenges

The Research says:

- Disengagement
- Confusion
- HiPo's versus LoPo's
- Starting from scratch
- Work flexibility
- Employee cynicism

Engagement :

- Messaging
- Morale
- Productivity
- Communications
- Tools

Organizational :

- Inefficiencies
- Structure
- Culture
- Processes
- Organizational needs

Talent Management :

- Who's left? Who's the best?
- Recruiting processes
- Talent Brand
- Hiring Manager success and morale
- Performance
- Infrastructure and processes

NOTES? SLIDES? QUESTIONS?

VALERIE FREDERICKSON, M.S., CMF(M)
FOUNDER & CEO
VALERIE FREDERICKSON & COMPANY
(650) 614-0220
VALERIE@VFANDCO.COM