Game On! An Innovative Strategy for Developing Frontline Leaders

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If you are a Contractor in the Trades Industry three things keep you up at night:

1. First, the shortage of qualified workers
2. Second, worker quality
3. Third, the impact 1 and 2 have on safety
Frontline leaders have one of the most CRITICAL leadership roles in any organization.

Are you treating FRONTLINE LEADERSHIP like online shopping?
Challenges in Creating a Frontline Leadership Culture

How do we extend the reach?
How do we reinforce learning?
How do we make it cost-effective?

The Ideal Leadership Development Culture

Promotes Vertical Development
Articulates Company Core Values
Demonstrates Scalability and ROI

Creates Excitement for Leadership Development
Encourages Collaboration and Support

For Reference of NECA Now 2017 San Antonio
Attendees Only
Blended Learning Model

- Self-Paced eLearning
- Face-to-Face Training
- Mobile Learning
- Social Learning/Informal
- Virtual Classroom Training

The Key Ingredients for Employee Engagement

1. **Gamification**
   - Levels, challenges, missions, time limits, tasks

2. **Rewards & Achievements**
   - Points, stickers, expert badges, certificates

3. **Teamwork & Competition**
   - Fantasy draft, weekly games, playoffs, leaderboards
The ideal curriculum focuses on 5 core content areas:

- Personal Leadership
- Team Leadership
- Management for Results
- Communication
- Customer Service

ARE YOU EMPOWERING YOUR LEADERS FOR WORK AND HOME?
Gain the TRUST of your Frontline Leadership

A clear path to track growth and development

Expert 38%
sets clear organizational objectives, leads strategic change

Achiever 30%
uses their technical and functional expertise

Diplomat 12%
avoids overt conflict, wants to belong; obeys group norms

Opportunist 5%
wins any way possible, self-oriented, "might makes right"

Catalyst <10%
are visionaries who trigger and lead transformative change

Research from Leadership Agility, by Bill Joiner and Stephen Josephs (Jossey-Bass, 2007) and Seven Transformations of Leadership by David Rooke and William Torbert (HBR, 2003)
Millennials now make up 34% of the nation’s workforce, a number that’s expected to grow to 50% by 2020.

The 2015 FMI Industry Survey. “Millennials in Construction: Learning to Engage a New Workforce.” pg. 1

Case Studies on Gamification in the Workplace

**Behavior Rewards**

- The company motivates the employees through behavioral rewards and increased their profit margin by 40%.

**Training**

- Training programs took 50% less time to complete and massively improved long-term engagement.

**Energy Consumption**

- Reduced measurable energy consumption by over $100M

**Workouts**

- Uses gamification to get 67% of their employees to go to the gym
Steps to Designing a Frontline Leadership Program

1. Kickoff Meeting with Executive Team
2. Design Core Modules around Key Behaviors
3. Review with Executive Team to ensure core modules meet identified needs

Steps to Designing a Frontline Leadership Program cont.

4. 1 on 1 Coaching for Executive Champions begins
5. Present "ideal" delivery methods for each module customized for your audience
6. Design Gamification, assign priority
Steps to Designing a Frontline Leadership Program cont.

7. Implementation and ongoing coaching
8. Evaluation every 90 days

Questions

Up Next: Interactive Break in the Cibolo Canyon Ballroom
- Eat This Not That
- The Airplane Stretch Break
- Open Q & A Session: Apps
- Get to Know Your iPad Inside & Out

Don't forget to fill out the online evaluation at www.necanet.org/NNSurvey2017