

GO FROM DRAB TO FAB EMPLOYER, ESPECIALLY IN TOUGH TIMES

By Carol Bergeron



In the midst of all the gloom and doom reported and projected by the news media I recently had the good fortune to catch up with some folks who are remarkably optimistic. It was refreshing to learn about why they are so upbeat. Sure their organizations are encountering challenges. Sure they are expected "to do more with less". And no, they are not likely to receive any bonuses this year.

What is at the root of their cheerful demeanor you ask? I was curious about that too so I asked. While they cited a number of contributing factors (their secrets revealed below), collectively they totaled an outstanding employee value proposition (EVP). And what I mean by that is that their day to day employment experience is consistently positive, so much so that they "love their jobs and wouldn't be any place else" (their exact words, not mine). Sure they encounter mind boggling problems just like you and me, but there is something extra zippy in their employers' secret sauce:

1. Their bosses got to know them personally in terms of their true talents and strengths, what makes them tick, what motivates them and the professional challenges they desire. Further their bosses invest time in high quality conversations (note the plural) about these issues and adapt assignments accordingly.
2. They feel like they are in the right jobs, jobs that accentuate their strengths where they continuously build on those strengths.
3. They know exactly what they are responsible for and understand how their work links with key organizational objectives. There is no doubt that their contributions are important.
4. They work with other great people where together it is easy to get things done, talk openly about the tough stuff, resolve conflict and make suggestions & decisions and implement improvements.
5. Recognition is given generously and is often the most important tool of encouragement that leaders have in their toolbox.
6. They confidently take on new challenges to develop themselves while filling critical organizational needs.
7. They pay it forward by following their boss' lead and doing right by their direct reports. The result? An engaging employment experience and business performance that the competition cannot replicate.

To the Drab Employers, take stock and forge ahead with tried and true approaches so that you can achieve your most challenging business goals and retain top talent when the economy picks up. To the Fab Employers out there, this newsletter is gentle reminder to keep doing what you're doing.

Happy Thanksgiving!

Celebrating Our 10th Anniversary

Hard to believe, but 10 years ago this month I founded Bergeron Associates and have never looked back. The journey has been a roller coaster ride (and the next 6-12 months promises to provide more of the same) full of twists and turns I never could have imagined (that's a good thing because I like surprises, well most of them). Thanks for putting your trust in me all these years whether as a client, reader, colleague and friend. I look forward to continuing the journey of building employment experiences that are rewarding to you and the folks you lead.

Routing List

Holiday Humor Trivia Question

Can you name the classic holiday movie that uses the leg lamp as a symbol? Extra Credit: Is there any other interesting tidbit you remember from the movie? The first person with the right answer gets not only a free subscription to my newsletter but a brief mention as Trivia Czar in my next edition when the answer is revealed to all along with an added holiday bonus.



Upcoming Events

Change Management That Works: Building Stickability of New Initiatives and Overcoming Organizational Resistance to Lead Change Efforts with Lasting Results

Date: December 17, 2008, 5:30 PM to 9:00 PM (first 30 minutes networking)

Location: Suffolk University, 120 Tremont Street, Boston

Register: www.learninggroup.org

This session is for anyone responsible for change management success! All disciplines welcome.

About Bergeron AssociatesTM

Founded in 1998, Bergeron Associates helps people in mid-market companies realize their business objectives. Our approaches to talent management are practical, grounded in business goals and designed collaboratively with executives to maximize organizational fit and commitment. Business advisory, consulting, coaching, training and facilitation focus areas:

Talent Strategy & Solutions - so that organizations hire, develop and retain top talent who rally to achieve short and long-term business objectives

Leadership Development - to build an agile, stronger and larger cadre of leaders to fill future key jobs, *start before you have a need*

Meeting & Retreat Design and Facilitation - for when teams, functions or organizations get stuck or need fresh ideas, solutions and strategies to forge ahead

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