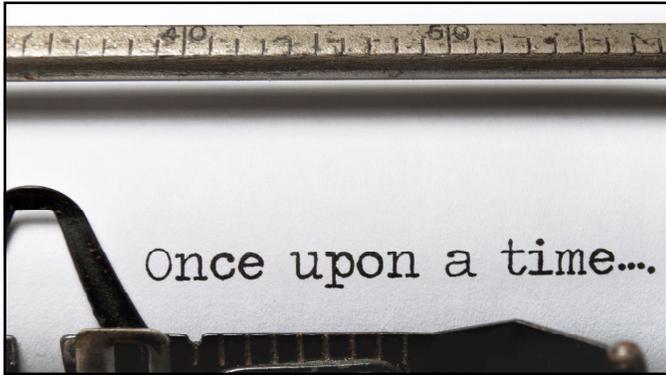


The Role of Workplace Intelligence (WQ) in the Future of Work

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Our Current Workplace

- Only 26% feel strongly valued at work
- Respectful treatment occurs in only 38% of workplaces
- 65% are not fully engaged or are actively disengaged
- 70% quit due to a lousy relationship with their boss
- 80% of employee turnover is caused by bad hires
- 98% have experienced incivility in the workplace





Workplace Intelligence: Employers

"The art of creating a better experience of work."



Workplace Intelligence: Employers

"Better understanding, and then contributing fully to, the experience of work."



No, Really... What is WQ?

Emotional
Intelligence
(EQ)



Workplace
Intelligence
(WQ)



The Seven Essential Elements of WQ

1. Intentional Organizational Culture and Climate
2. Transformational Leadership
3. Care-driven Employee Engagement
4. Purpose-Driven Performance
5. Deliberate Creation of Workplace Optimism
6. A Sense of Community (or Belonging)
7. Authentic Social Intelligence

Organizational Culture and Climate



- What does it really feel like to work here?
- How do we get our work done?
- How likely am I to stay here?



Transformational Leadership



- Can I trust current leaders?
- Do leaders provide a safe workplace?
- Do leaders exhibit a mentor-first mindset?



Care-Driven Employee Engagement



- What is that walk to the front door like?
- Am I fully committed to the work and team?
- Does my supervisor genuinely care?



Purpose-Driven Performance



- Are my personal core values well aligned?
- Does my company leverage my strengths?
- Is my work truly meaningful?



Workplace Optimism



- Are we focused on creating solutions?
- Am I inspired by the work environment?
- Can I help make this a great place to work?



A Sense of Community



- How do we treat customers and each other?
- Can I build fulfilling relationships here?
- Do I feel a sincere sense of belonging?



Authentic Social Intelligence



- Does the online reputation authentically represent the brand?
- Does the brand routinely display passion for not just the mission, but for the customers and community?
- Does my social presence demonstrate the same values as the employer?





Your Online Presence Says What?

- What do I stand for?
- What are my core values?
- What do I want to learn?
- How can you reach me?
- Who believes in me?
- How can I help?

An illustration on a teal background. A large dark blue silhouette of a human head is shown from the back. A yellow funnel is placed on top of the head. A small figure of a man in a suit stands on a red rectangular block next to a red ladder, pouring a glowing yellow liquid (representing an idea) from a white mug into the funnel. A white cloud and a small blue bird are in the upper left. A grey circular arrow is on the side of the head.

What we say about ourselves
is marketing... or selling... or spamming.

**What others
say about us...
is our brand.**

A white speech bubble with a black outline is centered on a blue gradient background. The text inside the bubble is as follows: "What we say about ourselves is marketing... or selling... or spamming." followed by "What others say about us... is our brand." where "is our brand." is in a larger, bold, black font.

Why is WQ Important?

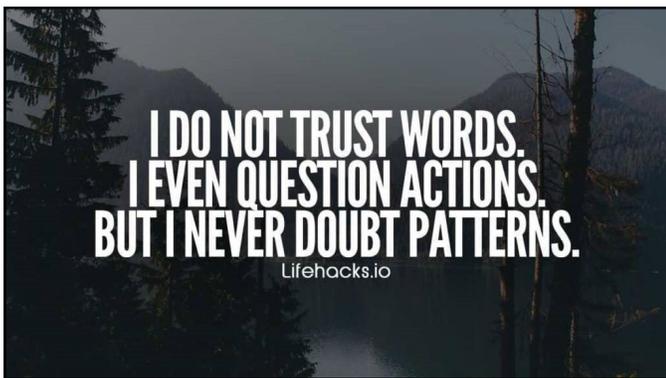
- Understand the real employer culture and climate
- Determine employers strengths and weaknesses
- Ensure we put ourselves in a position to succeed
- Know which levers of change to pull first
- Avoid becoming a hiring mistake



How Do We Determine an Employers WQ?

- Third-party experiences (social proof)
- Networking (Who do you know that knows them?)
- Success stories (What is the company known for?)
- Objective candidate experience (be treated well)
- 1-on-1 interviews (on-site and off)

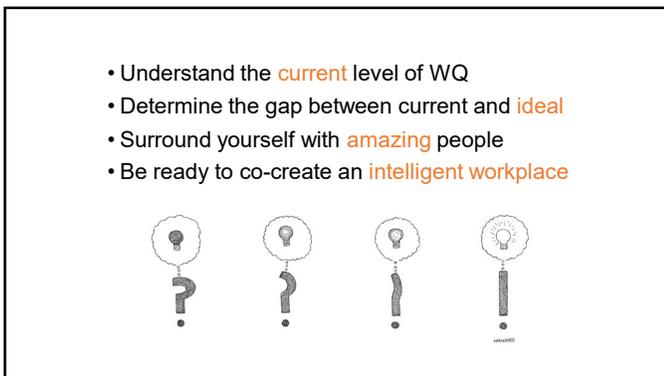




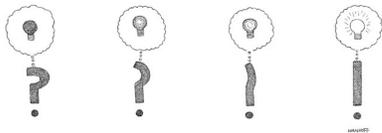


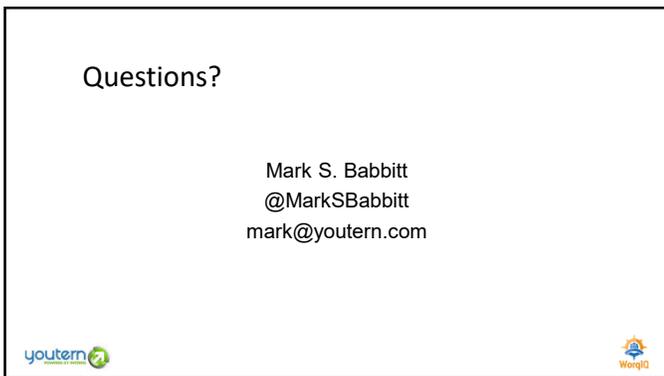
How Do Employees Improve WQ?

- Go for the quick wins first
- Find a problem, create sustainable solutions
- Focus first on personal, team and org strengths
- Emulate current pockets of excellence
- Stimulate contagious optimism
- Celebrate the wins!



- Understand the **current** level of WQ
- Determine the gap between current and **ideal**
- Surround yourself with **amazing** people
- Be ready to co-create an **intelligent workplace**





Questions?

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