

Managing your workforce
for success



Employee motivation: WHY

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T²R PROGRAM

- The definition
- The benefits
- The reality and the facts
- The current approach
- The re-structure

Motivation

I don't need help.....

I have no problems

My herdsman is bilingual

My SCC are low

Motivation

- The reason or reasons one has for acting or behaving in a particular way.
- The general desire or willingness of someone to do something.

INFLUENCE CHANGE

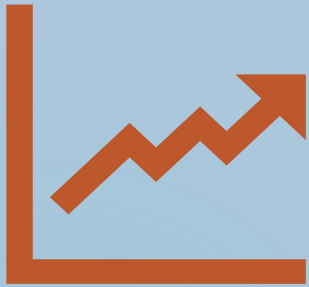


EMOTIONAL

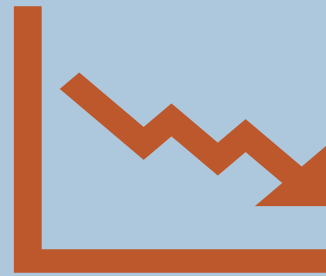


RATIONAL

Benefits



Reducing turnover



Decreasing hiring
and training costs

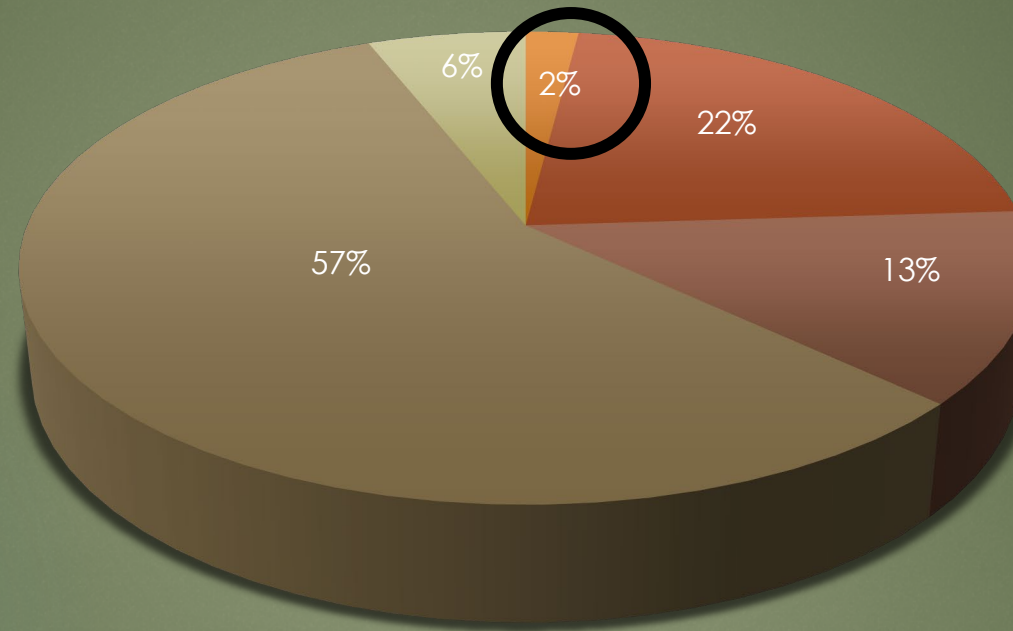


Improving
productivity

The reality: our employee resources

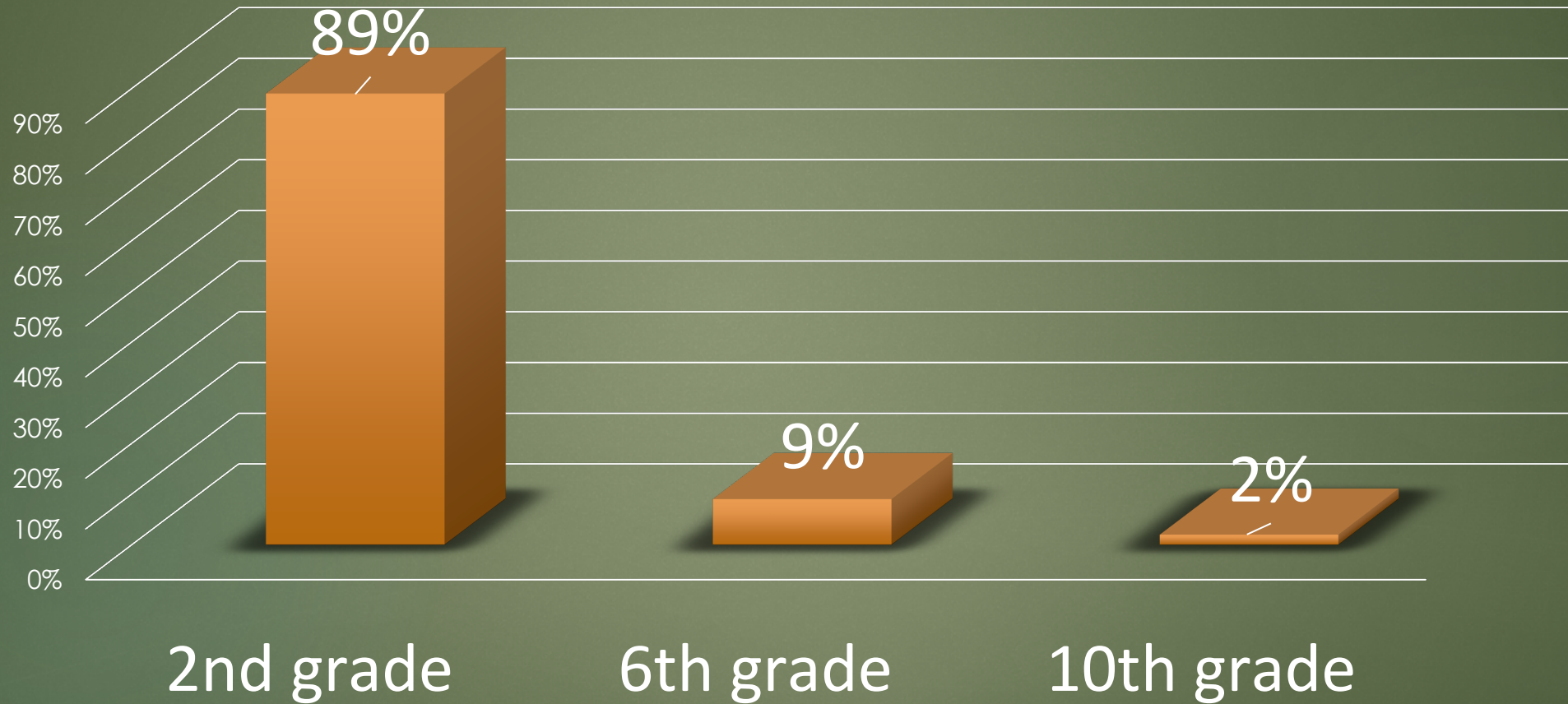
- No access to education
- No dairy experience
- No connection with the industry
- Dialects
- New generation of employees

Experience with cattle



- work with cattle
- construction
- factory
- agriculture
- others

Average education



The facts

- Competing with other industries
- Hard job/long hours
- No room to grow
- Seasonal workers
- Overtime



The
approach
What do you see?

By the numbers: it's
all about the cow?

- <5% of farms provided formal performance reviews.
- 85% were providing informal training only in the form of shadowing other employees
- 85% reported giving raises informally.

The approach

The approach: it's all about the cow?



5

- Freedom for hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury or disease
- Freedom to express normal behavior
- Freedom from fear and distress

Structure: 3-4-5

- 3 pillars of employee motivation
- 4 drivers of motivation
- 5 ways to reset the work environment

3 pillars of employee motivation

- Measurement
- Relevancy
- No anonymity

Measurement: themselves

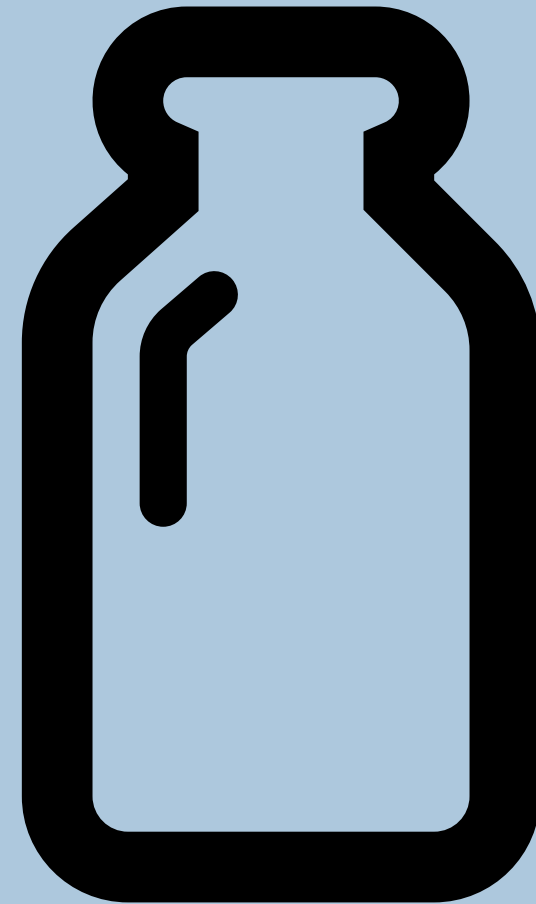
Measure their own progress

Own level of contribution

No dependence of manager

Milk quality

- SCC?
- % clean teat ends?
- Filters??



Anonymity

Not known

Understanding and appreciation

Qualities recognize by authority

Relevance

Every person needs to be needed

You need to remind them that they are needed on a regular basis

They need to know that they are helping somebody, not merely serving themselves

They need to find out that they have an impact on somebody else

Is your responsibility to help them to answer to WHO and HOW

4 drivers of motivation

Drive to acquire
(obtain scarce goods
including social status)

Drive to
defend
(promote justice,
protect against
external threats)

Drive to bond
(form connections with
you/peers)

Drive to
comprehend
(satisfy curiosity)

5 ways to
reset

Rules and regulations

Education and information

Social and cultural

Economic incentives

Tools

Rules and regulations

- **Connect** then lead
- Build foundation of trust
- Explain your WHY - **Their WHY**
- Cross training



E

ducation and information

- Create the proper learning environment
- Every training starts with their WHY



el sello

de las bacterias

el tipo para matar

las bacterias

Cubrir

completamente

CÉLULA SONÁTICA = MUERTO

1cc

162.000
3cc

+ 300.000

- 200.000

- 150.000

Be visual - Be clear - Be practical - Celebrate goals - Measure

Social and culture



BELIEFS



ASSUMPTIONS



VALUES



NORMS



SYMBOLS



ACTIONS



LANGUAGE
PATTERNS

Shared by all members of an organization

Culture=Community



Faith



Schools



Sports



Cultural events

Economic incentives

Uniformity
Ownership
Meaningful
Cultural incentives

TOOLS





The formula

$$\frac{R+T+R^2}{B}$$



Company's 4 I's
for EM*

- Innovation
- Inclusion
- Investment
- Implementation



Gracias
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