

Solutions for Employers Biggest Obstacle to Growth

By Ron Willingham

Current Situation

According to *Opportunity Nation*, “U. S. employers’ inability to find qualified young adult workers is their biggest obstacle to growth.”

Contrast that with the largest percentage of unemployed young adults in history, and it leaves us scratching our heads, and wondering what’s going on. All those people needing jobs, and all those organizations needing people.

What’s keeping them separated?

Of course the sluggish economy certainly impacts this number, but it doesn’t fully explain the problem of young adults not having the proper skills to be successful on the jobs.

To add to the mystery, many who are college educated seem to lack certain skills or aptitudes to be effective on jobs. Formal education does a great job of teaching information, and not enough time developing fundamental life skills that help their students cope with or perform well in real-life experiences.

Life Skills™

Life Skills™ are personal attitudes, habits, or traits that help us use our knowledge, control our emotional ups and downs, handle life’s challenges, and produce the quality of life we desire to enjoy. They’re traits that can’t be taught, but can be developed. They’re behaviors that aren’t developed in most formal education.

Here are some important *Life Skills™*.

1. Initiative
2. Social skills
3. Problem solving

4. Emotional control
5. Resilience
6. Goal achievement

A National Problem

According to Gallup, *30 percent* of all U.S. workers are actively engaged in their jobs, and *70 percent* are at various levels of disengagement. This costs U.S. businesses between \$450 and \$550 billion per year.

In *Global Human Capital Trends 2016*, Deloitte makes the point:

“Employee engagement is a business imperative for leaders at all levels—above all, the CEO—and no longer something to be measured just once a year by taking a look in the rear-view mirror.”

Billions have been spent on technology as an answer to the 30/70 problem; yet employee engagement has not changed in the last decade despite the huge expenditures.

The Central Issue

In his excellent book, *The Heart of Change*, John Kotter wrote this wise advice,

“Our main finding, put simply, is that the central issue is never strategy, structure, culture, or systems. All these elements and others are important, but the core of the matter is always about changing the behavior of people.”

One of the major disappointments of technology is that it doesn't change the internal belief boundaries of people that cause their behaviors. Life skills determine how well technology will be used.

The human spirit doesn't always respond logically in that moment of truth when an employee shows up for work. Boredom, egos, conflict with other workers, burned toast for breakfast, sick child at home, marital problems, and many other illogical factors tend to rule people's productivity.

Very few managers know how to deal with these internal employee issues, or that they even exist.

Over 85 percent of all training and development in organizations does not, and cannot, cause actual behavior change in employees. This is borne out by the 30/70 Gallup numbers remaining basically the same for over ten years now.

Our Unique Factor—Creating Behavior Change in Employees

Years ago we discovered a process of creating behavior change in all types and levels of employees. All these experiences caused productivity increases in whatever job roles people filled.

Here are a few examples.

- Johnson & Johnson has had over 45,000 of their medical device and pharma reps graduate from one of our courses in 130 nations. Initial pilots revealed a 26 percent sales growth in Japan, and 28 percent growth in South Africa. Their Holland reps enjoyed 15 percent more time with doctors.
- UCLA Medical Center conducted our course for physicians, nurses, and staff members. One year later, with 50 percent of employees graduating from our course, they went from 0.28 to 0.78 in the Picker Patient Satisfaction Survey.
- Baylor Medical Center enjoyed these results.
 1. Employee satisfaction went from 54 percent to 80 percent, against other teaching hospitals.
 2. Departmental communication went from 25 percent to 77 percent.
 3. Employee/management communication from 29 percent to 77 percent.
- American Red Cross North Atlantic Region reported blood sales increasing thirty-five percent, and employee attrition dropped fifty-one percent.
- Coldwell Banker enjoyed a 330 percent increase in sales in a Florida pilot. This was an anomaly due to market conditions, as later sales increases averaged just over thirty-five percent due to the skills learned.
- University of Phoenix conducted a pilot for a group of high-risk students in their Baltimore, Md. Our course was integrated with their standard ten-week orientation course. The student retention rates were then compared with two other of the same course. Six months later the group with our

course injected into it had 41 percent fewer drop outs than the two control groups.

A few of our other clients over the years have been Mass Mutual, Principal Financial Group, Guardian Life Insurance, Franklin-Templeton, State Farm, USAA, Novartis, Baylor Medical Centers, several VA hospitals, New York Times, Sanofi-Aventis, Pier 1 Imports, ADM, The Southern Company—Georgia Power, Alabama Power and Mississippi Power, and many others, large and small.

Authentic Life Skills™

After years of development, this new process targets employee engagement and effectiveness in organizations. For the first time it combines these features.

1. A personal effectiveness action-oriented skills set.
2. An interactive, experiential delivery process that helps participants convert knowledge into new automatic habits and behaviors.
3. A scalable train-the-trainer process that certifies managers to conduct the course.

Our new process builds powerful teamwork, promotes mutual trust on work sites, enhances problem-solving skills, increases use of talent, and creates new productivity synergies. Work out put, efficiency, internal service, and employee retention dramatically increase.

A Landmark Discovery

For years behavioral scientists have echoed the truth about the untapped, innate potential within people. Dr. Carl Jung taught us much about the power that's generated from integrating the conscious and the unconscious minds of people. Most education is only directed to the conscious intellectual dimension within people by teaching information.

But, many experts believe that eighty-five percent of human performance is driven by much deeper emotional energies than just intellectual knowledge.

We are now able to help people create personal power by integrating these three dimensions:

- Knowledge,
- Emotions, and
- Internal creative intelligence.

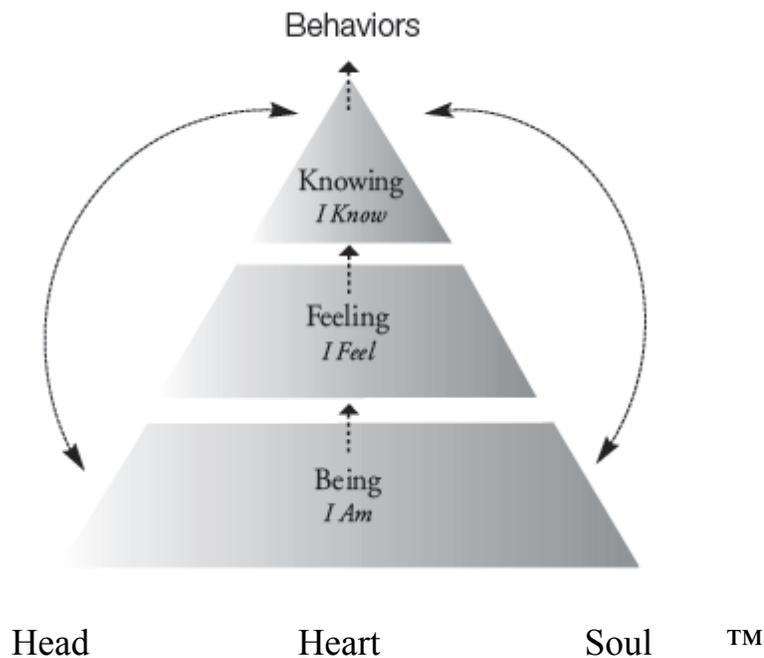
As this intellectual, emotional, and spiritual confluence happens, an inner harmony creates stronger personal powers and begins to permeate their work and life. This becomes the cause that produces increased employee effectiveness and engagement. This is an experiential, non-linear process that transcends knowledge.

The following model helps explain this phenomena more clearly.

The Three Levels of Consciousness™

Notice the following model. It shows how we increase personal power by integrating all three human dimensions. This releases whole new levels of mental, emotional, and spiritual energy.

The Three Levels of Consciousness™



Here's a quick description of each part.

1. Our *I Know*, or *Head*, is the conscious, logical, intellectual, decision-making part of us. Most education and training are directed to this knowledge level in the form of information, most of which is forgotten, and little acted upon.
2. Our *I Feel*, our *Heart*, is the emotional part of us. It overrules our logic around 85percent of the time. Our emotions can't be *directly* changed by will power, but can be *indirectly* changed through conscious actions.
3. Our *I Am*, or *Soul*, is the spiritual, creative unconscious part of us. It's where our values, inner belief boundaries, goal-seeking, creative mechanism, emotional thermostat, spiritual intelligence, and *life force* reside. These deep resources receive little or no teaching, understanding, or development by most people. The inner programming that guides most of our outer behavior resides in this unconscious part of us.

Dr. Carl Jung suggested that in this creative/unconscious dimension resides the *Spirit of Truth*. Yale University professors' recent research proves that we come into the world hard-wired to intuitively know right from wrong. This unconscious, intuitive spiritual mechanism doles out power when our actions and decisions are congruent with this inner *Spirit of Truth*.

These three levels interact to produce our behaviors. In our waking hours, our *I Know* interacts with the values, inner self-beliefs, and *Spirit of Truth* in our *I Am*. When this interaction is congruent, it triggers positive, supportive emotions in our *I Feel*. If our thoughts or decisions are in conflict with our values and inner beliefs, it creates negative emotions of fear, anxiety, anger, or low self-worth.

All this works together to produce either negative or positive behaviors, which then predetermine our quality of life.

Our development processes help participants *experientially integrate* these three dimensions. This automatically helps them release new levels of energy, building stronger employee retention, team work, and productivity.

Collective Experiencing™

It's the experiential facilitation, rather than just the content, of our courses that is the main factor in creating behavior change in the participants.

By the third week an intellectual and emotional group bonding begins to develop. All the participants learn from each other, support each other, absorb the knowledge, and co-mingle emotion strengths of each other.

A group energy is formed that escalates each week. Soon, it exceeds the sum of all the individual's energy, and each person draws emotional strength from this synergistic power to the extent they have positively contributed to it.

This growth expands the inner belief boundaries within the participants, and their performance automatically increases. This is a non-linear, intangible force that becomes the cause of their personal and productivity growth.

Experience in Training Trainers

We have trained over 35,000 trainers to conduct courses I have written, and have been delivered in 130 nations.

Want More Information?

We would enjoy visiting with you, understanding your goals and objectives, and determine whether or not we might create value for you far above your investment.

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