



EAA 2022 Summer Staff Conference

WELCOME!

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Employee Commitment – Can It Be Harnessed?

Kristie Haase, MRA

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The Great Resignation

Continue

Change job

TURNING POINT

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The Problem: Retention

Organizations need to retain:

- Knowledge: product, service, and customer
- Key relationships: internal and external
- Skill and efficiency
- Leadership: coaching, directing, collaborating
- Successors: critical positions and leadership
- Creativity and innovation

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Solution: Employee Commitment



Commitment level: The intent to persist in—
and the feelings of attachment to—
a job and/or organization long-term.

(Arriaga & Agnew, 2001)

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Highly Committed People



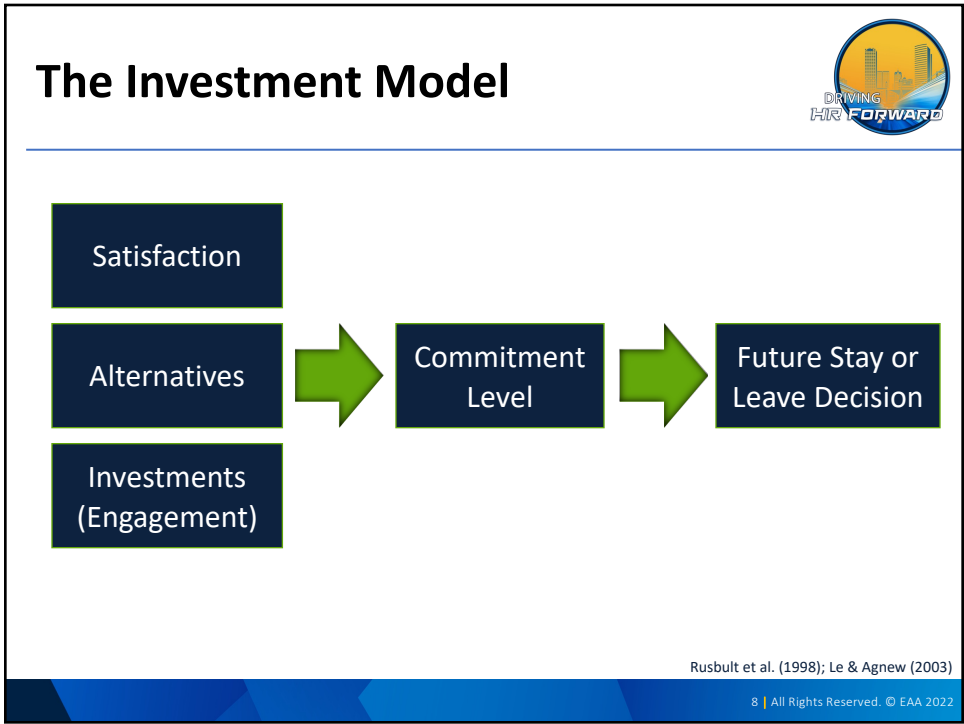
- React to a challenging moment by doing what is best for the organization
- Forego personal preferences for the sake of the org.
- Devalue tempting alternatives
- Develop unrealistically positive thoughts
- Spontaneously use plural pronouns

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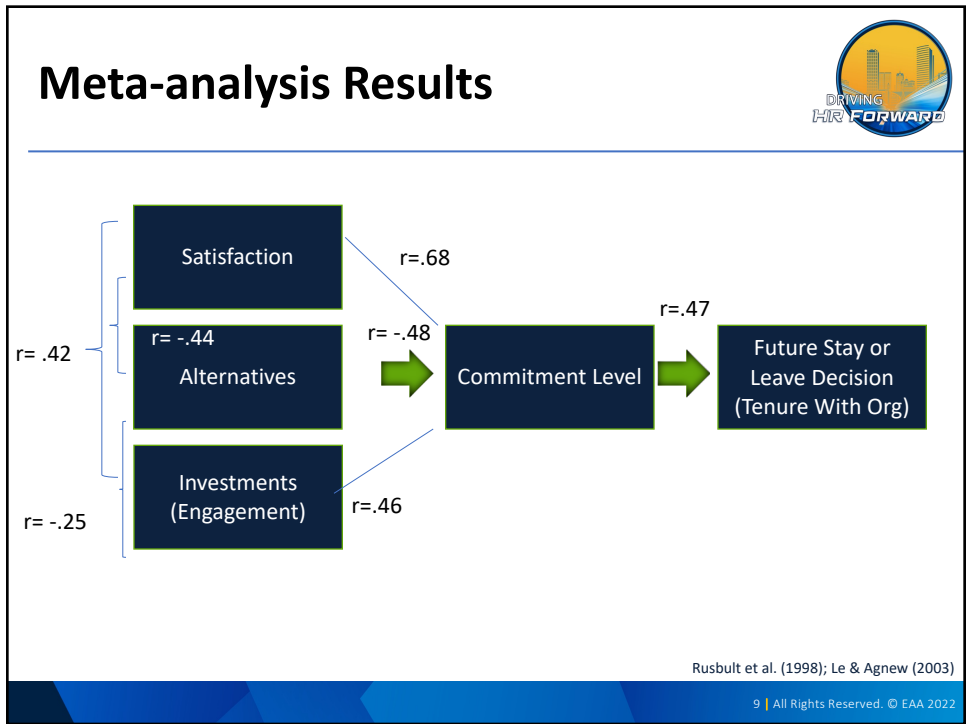
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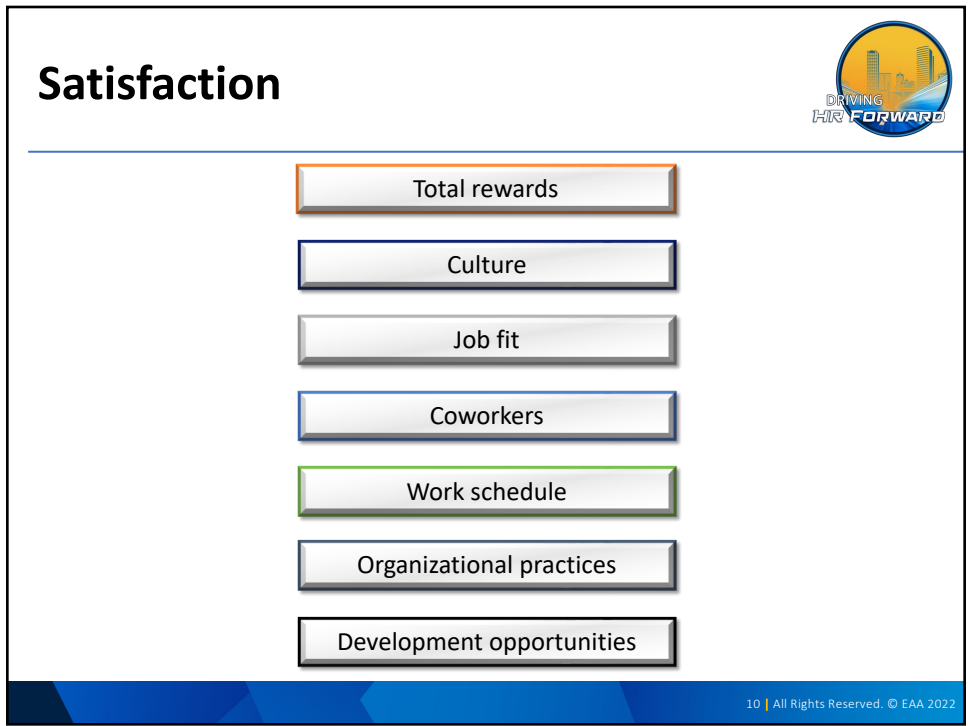
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Alternatives




- 1 Similar positions available at other organizations
- 2 Reputable organizations with open positions
- 3 Marketable knowledge, skills, abilities
- 4 Opportunity to leave the workforce

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Investments



- Tenure in company
- Tenure in job
- Vesting in benefits
- Nonportable training and skills
- Product/service development
- Work relationships
- Home ownership
- Family/community ties

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Our Experiment



- Design a survey to measure employee commitment
- Target audience
 - New members
 - Members who state retention is a concern
 - Whole populations or just subgroups

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Commitment Assessment




- Short questionnaire
 - Satisfaction
 - Investment
 - Perception of alternatives
- Diagnostic tool for member intelligence
 - Data to indicate which product/service can help the member
- Addition to member benefits
 - One complimentary commitment assessment

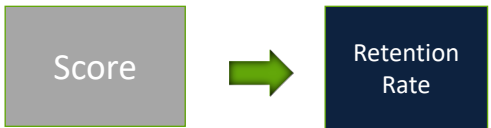
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The Report—Section 1




| | | | | |
|------|---------------|---------|---------------|-----------|
| Poor | Below Average | Average | Above Average | Excellent |
| 0-20 | 21-40 | 41-60 | 61-80 | 80-100 |



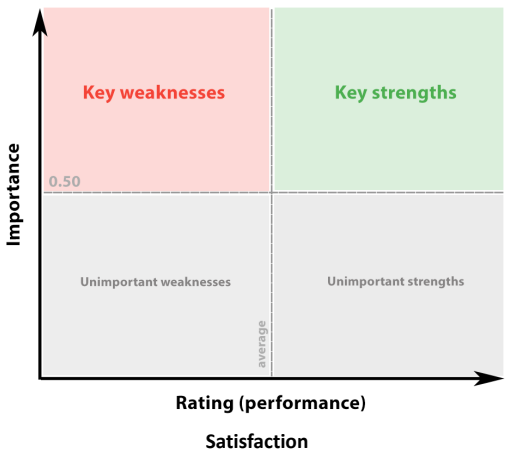
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The Report—Section 2



Quad Map



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The Report—Section 3



Detailed Analysis

- Written findings
- Key recommendations
- Areas to focus

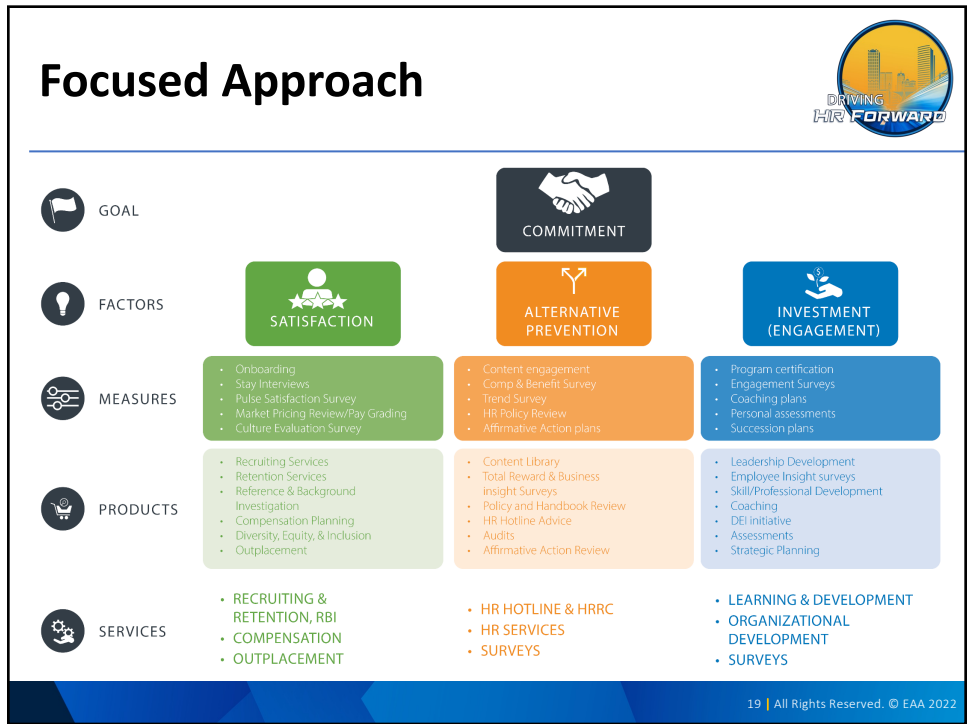
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Desired Outcomes



- Lead generation
 - Discovery of opportunity from diagnostic assessment
- Increase member retention
 - Increase utilization of MRA services
 - Strengthen relationship with members, “We know you”
- Focused approach
 - Strategic selection of MRA product or service for the member

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Thank You!

Kristie Haase, MRA

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