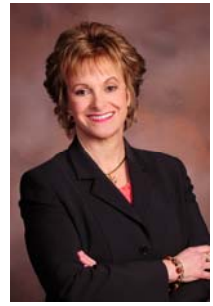


“Healing the Workplace Culture”

Keynote Addresses and Workshops

by

Danna Beal, M.Ed.



THE PROBLEM:

Employee Disengagement a Global Epidemic

Towers Perrin, a global professional service firm, found that while many people want to contribute more at work, the behavior of their managers and culture of their organizations are actively discouraging them from doing so.

The study in Nov 05, the largest of its kind, was carried out among more than 85,000 people working for large and midsize companies in 16 countries on four continents.

They found that 55% of US employees are passively looking for new jobs. This means they are not engaged at work and are vulnerable to other offers.

It shows that there is a vast reserve of untapped "employee performance potential" that could drive better financial results if only companies could tap into this reserve.

Health Care Workers Do Not Have Confidence in Senior Management

In their survey of 5,424 employees in the U.S. health care they found most disturbingly for health care institutions, that health care workers do not have confidence in senior management. Only 43% say that senior management is sincerely interested in employee well-being, the number one driver of health care employee engagement. What's more, 37% say that senior management sees them as just another part of the organization to be managed, and 15% say that senior management treats them as if they don't matter. Further, only 40% believe senior management communicates honestly and openly.

The Conference Board

The continuing failure by organizations to manage people as individuals rather than employees is undermining the effectiveness of the American workforce and leading to widespread employee disengagement.

What's more, according to market information group TNS and [The Conference Board](#), managers are not prepared to effectively meet the major challenges presented by the future American workforce while remaining globally competitive.

Drawing on the results from recent surveys and data from the U.S. Bureau of Labor Statistics, they argue that the new American workforce will be one of polarized skill levels, diversity, and disengagement.

Gallup Poll Conclusions on Engagement of Employees

Research published by Gallup and others has shown that “engaged employees are more productive employees.”

The research also “proves that engaged employees are more profitable, more customer-focused, safer, and more likely to withstand temptations to leave. Many have long suspected the connection between an employee's level of engagement and the level and quality of his or her performance. Our research has laid the matter to rest.”

Cost of Turnover:

- **American Management Association**-The cost of hiring and training a new employee can vary from 25 percent to 200 percent of their annual salary.
- **Other costs**
 - Customer service disruption and loss of sales.
 - Low morale.
 - Burnout/absenteeism among remaining employees.
 - Loss of experience, continuity, and “corporate memory.”

THE SOLUTION:

Healing the Workplace Culture: Replacing Fear with Trust and Cooperation

Danna Beal’s programs and workshops provide a unique and transformational plan for healing the workplace culture by replacing fear with trust and cooperation. Her program includes a one or two day corporate workshop, book or audio book and a “**Personal Restoration Plan**” workbook with ten weeks of exercises. This course teaches CEOs, business owners and managers a path to discover and release the barriers that prevent them from becoming authentic, enlightened leaders. Studies show that leaders today, more than anything else, are looking for ways to engage employees to reach their financial goals.

The program is designed to help bring clarity and understanding to the dynamics in the corporate work environment. The source of pain and suffering are revealed, first within individuals and then in their relationships, both business and personal. Results of workshop (and other products):

- Develop authentic leaders who attract, engage, empower, and retain those they lead to achieve the strategic goals of the company.
- Create an environment of trust and cooperation where people can perform at their highest potential.
- Build teamwork, cooperation, and synergism.
- Extend outstanding customer service from dedicated, caring employees.
- Expand productivity, creativity and profitability of team members to reach strategic goals.
- Reduce fear, gossip, blame, power struggles, rivalry, personal agendas, greed, and paranoia.

Company Information:

Danna Beal Consulting, LLC, has been in operation since 1993. Danna was inspired to write her book, “Tragedy in the Workplace: The Longest Running Show in the Country”, after working in a wide variety of businesses and seeing, again and again, the internal competition, rivalry, territorialism and fear in the workplace environment. Her unique message uses the metaphor of a dramatic stage to reveal the source of workplace drama. Her process of helping leaders and individuals unravel the chain of reactions and counter-reactions is compelling, restorative and transformational for both individuals and organizations.

Danna Beal, M. Ed., has been an international keynote speaker and workshop leader, speaking to over 300 organizations. Her compelling keynote address inspires leaders to create a workplace environment that restores trust and motivate employees to their highest potential. Her one and two day workshops are interactive and include a follow up ten week action plan to be applied in the workplace. She has appeared on over 50 radio and TV talk shows and spoken to a vast variety of industries, including: CPAs, insurance, hospitals, physician practices, law firms, non profits, government, to name a few. Her topics include:

- Healing the Workplace Culture
- Leading with Trust and Compassion
- The Compassionate Medical Center

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