STARK RAVING FANS

A BREAKTHROUGH METHOD FOR MASSIVE EMPLOYEE ENGAGEMENT, PERFORMANCE & RETENTION

IAN WATTS

CEO, Employee Success Company


7:57am

“Ian helped me grow from 6 clinics to 60 clinics in under 3 years.”

— R.M.

45+

States

30+

Industries

20+

Countries

350+

Recruited

From early-stage startups to multi-billion-dollar corporations

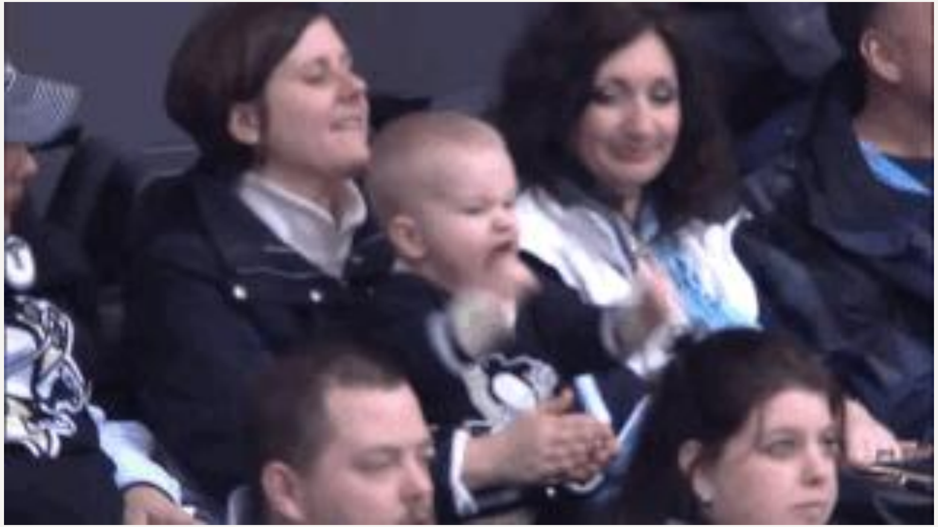
"To Build Businesses that Bless the World"

— Ian Watts

Every strategy, every framework, every conversation in this session flows from this.

This is for you if. . .

This is also for you if. . .



The Emotional Standard…
People who don’t just work for you, they root for you.

TODAY'S AGENDA

01 **WHERE ARE WE**

02 **THE HIDDEN CAUSE NOBODY TALKS ABOUT**

03 **THE ONE-WORD SOLUTION**

04 **YOUR GREATEST GROWTH TOOL**

05 **THE ACTS METHOD — YOUR PLAYBOOK**


WINTER IS HERE

77%

of employees are not engaged or actively disengaged

Gallup

We are in an engagement crisis.

$2T

lost annually to
disengagement
in U.S. businesses

Payroll x 77% x 18%

= Your Cost of Disengagement

48%

of your employees are actively looking for another job RIGHT NOW.

— Gartner

HIGH ENGAGEMENT IS

PROFITABLE.

23%	70%	41%	59%
More Profitable	Fewer Safety Incidents	Lower Absenteeism	Less Turnover

WHAT DOES REPLACING ONE PERSON ACTUALLY COST?

TECHNICAL & PROFESSIONAL

100–150%

of annual salary

MANAGEMENT & EXECUTIVE

200–400%

of annual salary

This is why retention is not HR soft talk. It is margin protection.

So, if we KNOW engagement matters…

Why haven’t we fixed it?

You can't hit a target

you aren't aiming at.

The real problem with engagement is...

NEGLECT.

Neglect

Engagement is low, recruiting costs are high, performance lags and turnover is rampant because we have neglected what is most important.

We've neglected our people's

3 GREATEST NEEDS

MENTAL · EMOTIONAL · MEANING

#1 MENTAL HEALTH NEEDS

470%

return on investment for every dollar spent on employee mental health.

— Deloitte 2024

This isn't soft. This is a business case.

#2 EMOTIONAL NEEDS

Unhappy employees with low well-being take

15 MORE SICK DAYS

per year than satisfied employees

BONUS: Companies investing in well-being see 25% lower turnover — Harvard Business Review

Employees with a strong sense of purpose are

42%

more likely to be engaged at work

— Gallup

The one-word solution:

RECIPROCITY.

The single greatest solution to the problem of engagement, performance and retention.

When people feel genuinely invested in, they invest back.

You can buy a hand,

but you have to

WIN a heart.

HOW DO YOU CREATE RECIPROCITY?

THE ACTS METHOD™

A	C	T	S
ASPIRATIONS	CALLING	TRANSFORMATION	SUPPORT

A

ASPIRATIONS

Helping people achieve their greatest personal goals and dreams.

When you invest in where they're going, they invest in where YOU'RE going.

C

Helping your people discover and demonstrate what they are uniquely called to do.

People stay when they are led by those who help them see, develop, and use the gifts within them.

CALLING

T

TRANSFORMATION

Helping your people thrive personally, not just professionally.

Invest in the whole person so they become healthier, stronger, and more capable outside the job too.

S

SUPPORT

Helping your people during life's most critical moments.

When people know you have their back, they'll have yours.

Your greatest growth tool?

Highly engaged employees who are STARK RAVING FANS because of the impact you've made in their lives.

AGENDA COMPLETED

- ✓ **01** **Where Are We: $2T in Disengagement**
- ✓ **02** **The Hidden Cause: Neglect of 3 Core Needs**
- ✓ **03** **The One-Word Solution: Reciprocity**
- ✓ **04** **Your Greatest Growth Tool: Highly Engaged Team**
- ✓ **05** **The ACTS Method — Your Playbook**

A

ASPIRATIONS

Homework

1. Ask each employee about one personal goal.
2. Schedule quarterly “dream-fulfillment” check-ins.
3. Connect them to one resource, person, or opportunity.


7:57am

Q&A