



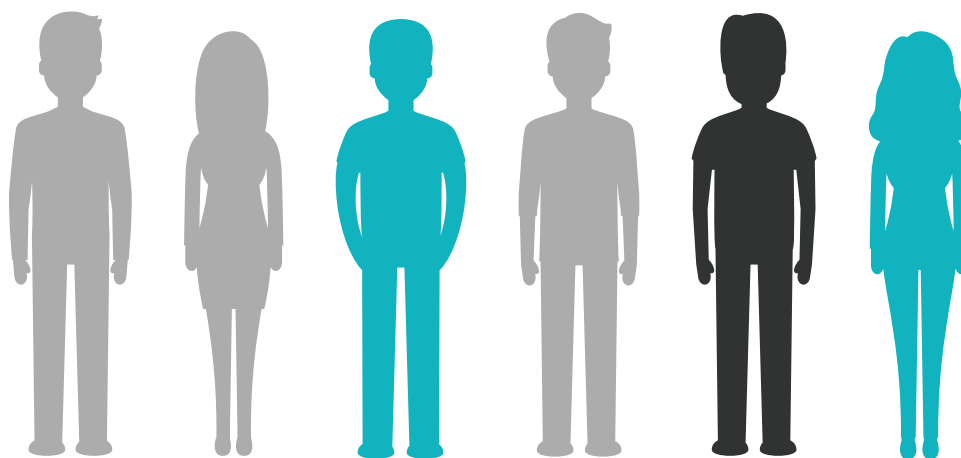
**INVEST
IN YOUR
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LIFEdrive, LLC.
233 S Detroit Ave. #300
Tulsa, Oklahoma 74120

THROUGH HELPING PEOPLE
MAP OUT THEIR LIVES
WE HAVE DISCOVERED THE KEY TO
EMPLOYEE ENGAGEMENT



The Problem

One of the greatest problems in the world of business is the issue of engagement. With three out of every six American employees being disengaged (not caring beyond their paycheck), and one out of every six being actively disengaged (actually trying to hurt you), it's safe to say that the majority of businesses are losing a lot of money because of low productivity, sales, quality, and dissatisfied customers.

As we have had the opportunity to coach people to engage in life by mapping out their lives, we've discovered that people who are more engaged in life...become more engaged in every aspect, including their work.

Obviously, as in any relationship, engagement is a two way street, and we'll discuss that a bit later. First, we want to share some of our findings with you, to attach an actual dollar value to the issue of disengaged employees. It has helped us realize the size of the problem, and driven us to help solve it from the leadership and individual perspective.



Cost Of Disengagement

Below is an average day, broken down in to percentages, based on an 8.5 hour work day, which is the average length according to the Bureau of Labor Statistics. These numbers are based on a study done by The Harris Poll, and by research done by Gallup.

- 1.5 to 3 hours unrelated to work
- 44% Performing Duties
- 10% Useful Meetings
- 15% Interacting Via Email
- 11% Administrative Tasks
- 8% Interruptions
- 8% Wasteful Meetings
- 4% Everything Else (Bathroom, Coffee, etc.)

After studying this and finding it true, we wanted to know what that meant to the average business per year. Here's the productive and unproductive hours of the average disengaged employee to a company broken down into hours. Average sick days based on research done by Gallup.

- Sick Days = 6
- Productive = 960 Hours (46%)
- Unproductive = 1,120 Hours (54%)



Potential Of **Engagement**

Let's look at the potential breakdown when an employee and their business are focused on engagement. This is a perfect world scenario, but we want you to see the potential of an incredibly engaged individual on a business.

- .5 to 1 hour unrelated to work
- 72% Performing Duties
- 8% Useful Meetings
- 6% Interacting Via Email
- 6% Administrative Tasks
- 4% Interruptions
- 0% Wasteful Meetings
- 4% Everything Else (Bathroom, Coffee, etc.)

Here's the productive and unproductive hours of the highest engaged employee in a highly engaged organization broken down into hours. Average sick days based on research done by Gallup.

- Sick Days = 2.5
- Productive = 1,548 Hours (74%)
- Unproductive = 532 Hours (26%)

What Does That **Mean?**

There are tremendous outcomes of engagement...and they're measurable. Here is a chart, based on the past couple of pages, that turns hours into dollars, gives us the potential gain per employee, and the average gain based on research.

Annual Salary	Potential Gain	Average Gain
\$30,000 per Year	\$8,460 per Employee	\$2,400 - \$5,000 per Employee
\$60,000 per Year	\$16,800 per Employee	\$4,800 - \$10,000 per Employee
\$90,000 per Year	\$25,200 per Employee	\$7,200 - \$15,000 per Employee

Beyond the savings per person, here are some of the other tangible outcomes of people working together in an engaged culture:

- 41% lower absenteeism
- 24% - 59% lower turnover
- 41% fewer safety incidents
- 40% fewer quality defects
- 10% higher customer metrics
- 20% higher sales
- 21% higher profits
- 17% higher productivity
- Recruit top 20% of talent
- Retain top talent longer



Our Approach

As we said earlier, engagement is a two way relationship. It happens from the leadership down, and team up. Success happens when both sides become more engaged in life.

As we've helped people map out their lives, we've discovered that they become more engaged in work as they become more engaged in life. It's a natural outcome, seeing as how two-thirds of most of our lives are in our work, often at a workplace.

Initially, our approach has was purely from the individual side. As we realized the scope of the disengagement problem though, we knew we had to help business leaders engage in the life of their business as well.

What we've discovered is amazing, effective, and simple.

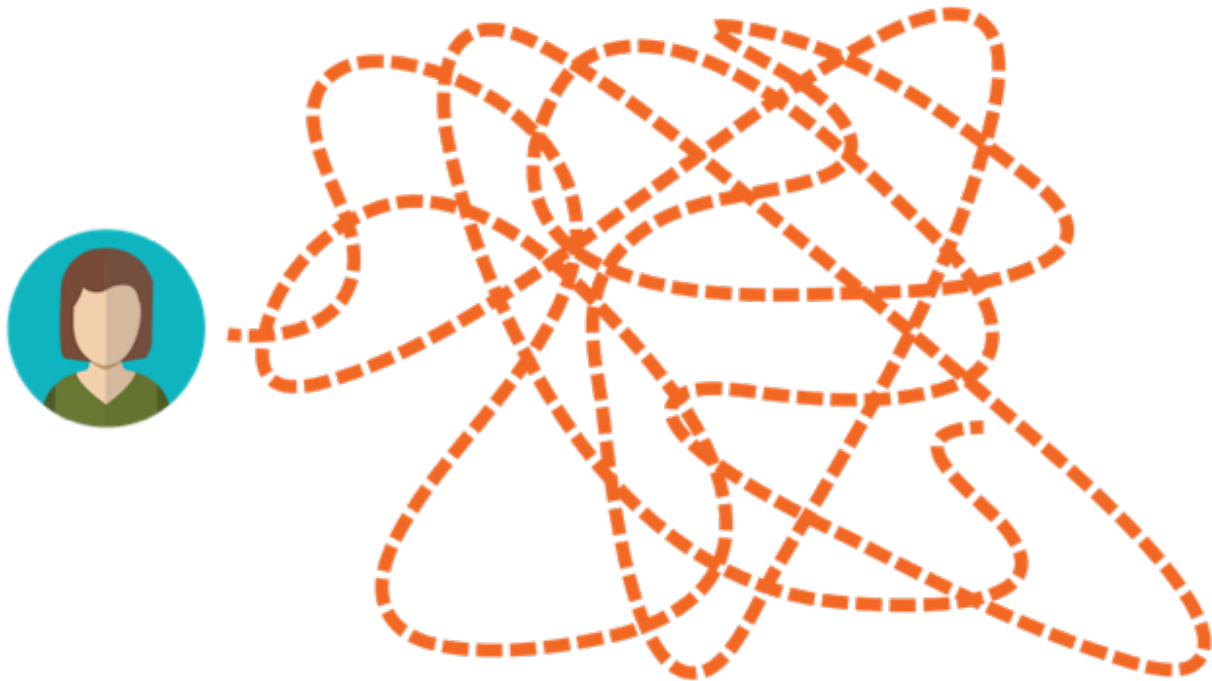
On the next few pages, we'll lay out why a "Life Operating System" matters, and then we'll show you how we serve our clients both Leadership Down and Team Up.

Everyone Has A **Dream**



Wouldn't it be nice if the picture above represented the path to achieving our dream? A simple, straight line. If it were that easy, we would all be insanely successful and fulfilled.

Unfortunately, "life" has happened so many times to our dreams, causing our path to look more like the one below; and as we got distracted by busyness and circumstances, we lost focus on our path, and in many cases, gave up on dreaming all together.



We Need A **LIFE**map



We have found that people who create and follow a LIFEmap are far more successful at achieving their dreams. Using it as the cornerstone of our LIFEguide system, there are four basic benefits:

- 1. Where I Am** - This is discovering who you really are and where you are at in relation to your definition of success.
- 2. Where I'm Going** - This discovering who you really want to be and what you really want to get out of life.
- 3. How To Get There** - This is your very customized map, since every person and dream is unique.
- 4. How To Focus** - This is the key to more and faster, as you continue to reduce the distractions that life is so full of.

The most unique part about LIFEguide compared to other tools, is that it grows as they grow, becoming their all-in-one Life Operating System, helping them achieve success in every area.

How **LIFE**guide **Helps**

Below are the two ways we help our clients increase engagement in a measurable and effective way.



Engagement Coaching

This is how we approach engagement from the “**Leadership Down**” perspective.

The LIFEguide App for Leaders includes additional tools, content, and resources to help them coach their teams to succeed more in life and business.



LIFEguide **App**

This is how we approach engagement from the “**Team Up**” perspective.

The LIFEguide app will help each employee engage in their day, week, and future by taking them on a personal growth and productivity journey. Think of it as a planner on steroids!

Our Client **Feedback**



“Great Content. It has been a long time since I have stopped to fully think about where I want to be.”

“Really enjoyed dissecting my priorities and seeing my harmony wheel! Thanks!”

Survey Results	
Content-Presentation was logical	9.3
Content-Easy to Understand	9.5
Content-Beneficial to Me	9.2
Content-Practical Steps	9.2
Content-Total	9.3
Benefits-I feel invested In	9.9
Benefits-Culture & Engagement	9.9
Benefits-Teamwork & Productivity	9.6
Benefits- Would Like Future Workshops	9.3
Benefits Total	9.7
Survey-Total	9.4

“When you said that the challenges and goals we currently face probably aren’t as difficult as the challenges and goals we’ve already overcome, it really encouraged me to change my attitude. It’s been very motivational and has given me a clear path on how to implement this type of thinking in my life.”

Thank You

If you have any questions, please don't hesitate to reach out. We would love to work with you to raise employee engagement and create a workplace culture that attracts, keeps, and engages top performers.

Thank you so much for reading this short booklet! We hope it has inspired and excited you about the possibilities the future holds.

engage@LIFEguideApp.com | business.LIFEguideApp.com



**BECOME THE
REASON YOUR
PEOPLE WIN**