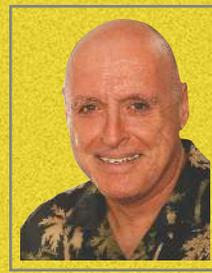


THE EXTRA POINT

BY JERRY ROBERTS



1154 What's Wrong With What's On Your Walls?

In the 1980s, they began to appear on the walls of companies far and wide. You can still find them today, but not as often as before. Companies posted their mission statements, vision and values, famous quotations, and fancy motivational posters. Were they there to impress customers, remind employees what the company stood for, or was all of that just wishful thinking on the part of the leaders? I'm Jerry Roberts and today, let's talk about why we don't see as much of this now. That's next, on The Extra Point.

Signs, posters, all making positive statements that this was a good organization to work for, and to buy from. At the height of this motivated decorating, we saw them all over the place.

There was only one problem. They had a highly questionable impact on employees. Did workers live up to what was on the walls? Did workers even regularly read what was up there?

About 20 years ago, somebody came out with a survey that asked those questions, and the results were not what leaders wanted to know. The overwhelming majority of workers could not accurately recite their employer's mission, their vision, or their values.

In fact, the survey uncovered the fact that most workers didn't even see what was on the wall any longer. Yes, it was all still there, but they no longer visualized the words.

Leaders scratched their heads in confusion. How could people work in a place where these things are in full view, available if someone would just look up, and after years of coming in every day, not know...not see?

Companies hired consultants to dig into the mystery, and the answer they got rocked them back on their heels.

Employees revealed that all the statements on the walls were fine, but didn't resonate with

them because they had no input into their creation.

"What?" said the leaders. "Employees think we should have asked them their opinion?" So many of these kinds of statements are put together by marketing departments, or maybe senior leaders who scour the Internet for what other businesses are using, then come up with something similar.

In the last few years, tools using artificial intelligence have hit the scene, allowing users to craft any kind of statement they want in mere seconds.

What is still missing is the employee buy-in. You may have a wonderful set of poster-worthy words that position the organization as the best thing since sliced bread, but you're still telling me how to feel instead of asking me how I do feel.

Instead, why not assemble a list of potential options, all acceptable in your eyes, and let workers tell you which they like best, and why?

Then, you have an automatic winner. Whatever they select is good from your standpoint, and workers are more interested because they got a chance to vote on what goes up on the walls.

Buy-in is guaranteed because employees made the final choice themselves. One more thing. I'll bet they'll have an easier time reciting those statements, if anyone asks.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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