

The Benefits of Employee Training and Engagement

TUESDAY DECEMBER 5, 2018
THE DOCKS EXPO PRESENTED BY *MARINA DOCKAGE*

MARK GALLAVAN AND DAVID BARTH OF BAY POINT RESORT AND MARINA

Why Training is Important



Employee Training

Why Training

- Why workers should be trained?
 - It is good business
 - It is the right thing to do
 - It is the law

What areas do you currently train on?

General Training

- This can include:
 - Training which all employees receive
 - Company Culture
 - Work Expectations
 - Core Values
 - Time Keeping, Attendance, PTO
 - Access to Property
 - Confidentiality
 - Non-Harassment



To provide an unparalleled resort experience to our members, guests and homeowners by delivering excellent amenities and service in a relaxed atmosphere.

We will accomplish this through exceptional service incorporating our core values as we interact with our members, guests, homeowners, vendors and team members.

Safety Training

- This can include:
 - Safety Orientation
 - Active Shooter
 - Bloodborne Pathogens
 - Emergency Action Plan
 - Ladder Safety
 - Slips, Trips and Falls
 - First Aid
 - CPR/AED



Position Specific Training

- This can include:
 - Welcome Center/Administrative Offices
 - Food and Beverage
 - Servers, Bartenders and Cooks
 - Grounds and Maintenance
 - Market and Gas Dock
 - Pool Attendant
 - Watercraft Rentals
 - Water Taxi



Hospitality Training

- This can include:
 - Detailed information on Company Culture and Values
 - Interactions with customers
 - Responding to requests
 - Building relationships
 - Members
 - Guests
 - Venders
 - Customers
 - Employees
 - Home Owners



Conducting Effective Training

- How should the information be presented
 - Text
 - Course Outlines
 - Video - Stop and interject comments for specific topics
 - Manuals
 - Role Playing
 - Quiz – Comprehension



Conducting Effective Training

- Remember the three most important aspects of training – Preparation, Preparation, Preparation
- Use different kinds of training media such as projectors, pictures, videos
- Present the material at the educational and experience level of the audience
- Keep it simple
- Do not forget to train supervisors and managers



Conducting Effective Training

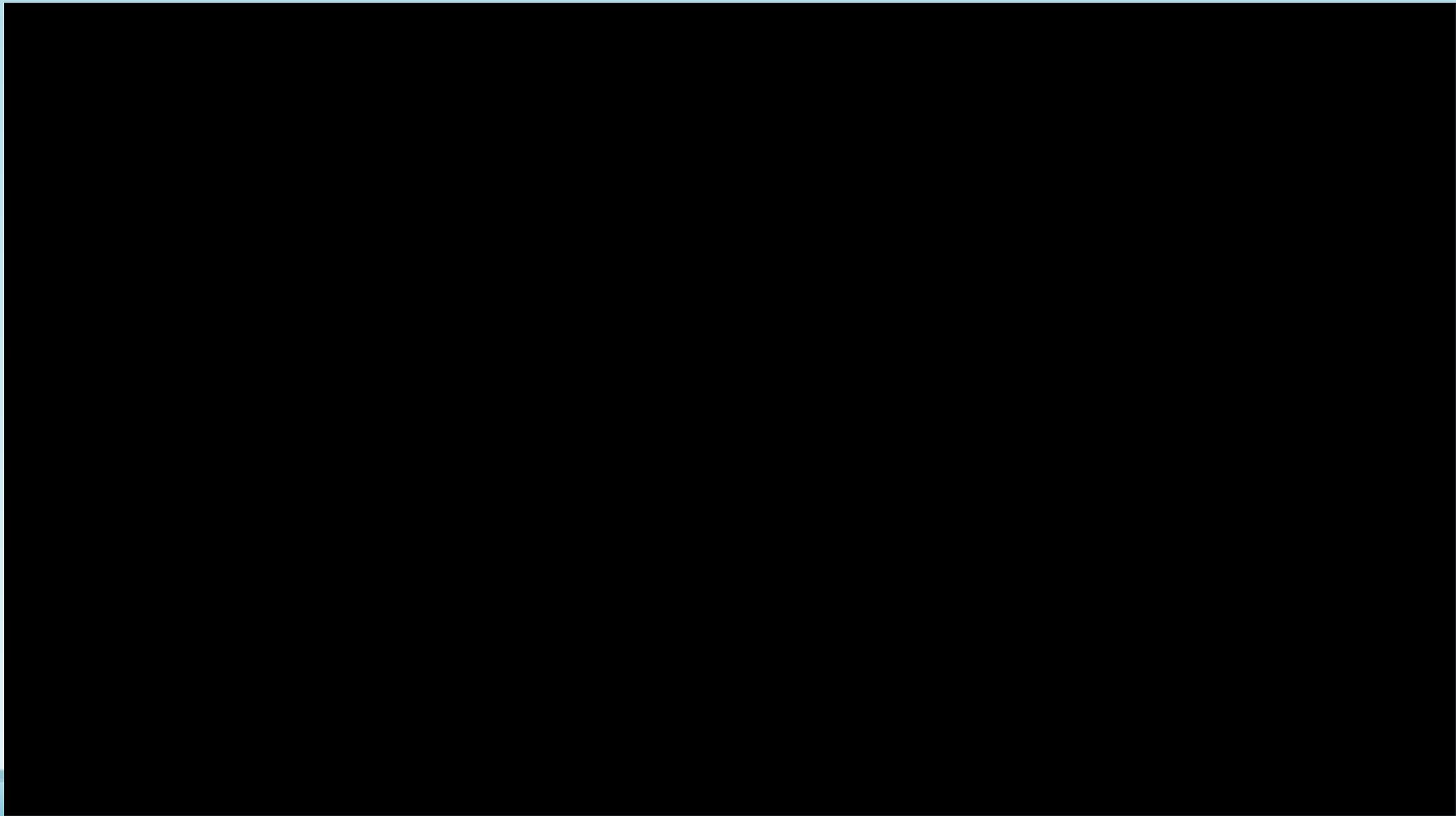
- While conducting training, be enthusiastic about the material you are presenting
- If you run out of time, leave out material and plan for another class, do not try to speed up and try to “cram” in all the information at the end
- The best class size for effective training is 15 to 25 people
- Get the students involved via discussions or workshops
- After the class, periodically evaluate the effectiveness of the training

Training Resources

- Local BWC
- BWC Third Party Administrators
- Medical Insurance Brokers
- Local County/State Safety Council
- Third Party Payroll Administrators
- OSHA
- Training Network Now



Employee Engagement



What is Employee Engagement?

Definition: the emotional commitment the employee has to the organization and the goals of the organization

- Engaged employees lead to better business outcomes
- They don't work just for a paycheck

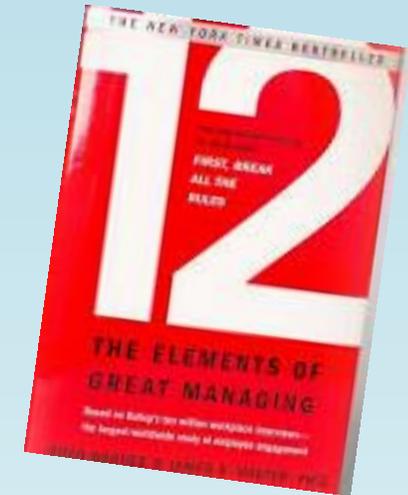


Gallup's Study information

Gallup's employee engagement work is based on more than 30 years of in-depth behavioral economic research.

They have identified 12 core elements – the Q12 – that have been tied to key business outcomes.

These 12 questions emerged as those that best predict employee and work group performance.



Why use Gallup's Q12 measurement tools?

- Enables managers and employees focus on the workplace behaviors that they can improve.
- It allows them to develop a plan and take action steps to improve engagement.
- Having baseline measurements and comparing them to the overall survey are useful in evaluating the program in the future.
- Your company's results are measured against the Gallup data base that is from the last 3 years of the survey and is updated annually.



Why use Gallup's Q12 measurement tools?

- After the measurement, there is an analysis. You have to take advantage of this data and see what changes can be made in the company so that the employees are motivated, always keeping the business performance outcomes in mind.
- Additionally, it shows your employees that you care about their well-being and are willing to make an effort and take action to improve it. This active listening is one of the keys to engaging, a leadership philosophy that is based on empowering and involving all the employees



12 Questions or 12Q



1. Do you know what is expected of you at work?
2. Do you have the materials and equipment to do your work right?
3. At work, do you have the opportunity to do what you do best every day?
4. In the last seven days, have you received recognition or praise for doing good work?
5. Does your supervisor, or someone at work, seem to care about you as a person?
6. Is there someone at work who encourages your development?

12 Questions or 12Q



7. At work, do your opinions seem to count?
8. Does the mission/purpose of your company make you feel your job is important?
9. Are your associates (fellow employees) committed to doing quality work?
10. Do you have a best friend at work?
11. In the last six months, has someone at work talked to you about your progress?
12. In the last year, have you had opportunities to learn and grow?

3 Types of Employees

1. **ENGAGED** employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.
2. **NOT-ENGAGED** employees are essentially “checked out”. They’re sleepwalking through their workday, putting time - - but not energy or passion - - into their work.
3. **ACTIVELY DISENGAGED** employees aren’t just unhappy at work; they’re busy acting out their unhappiness. Every day, these works undermine what their engaged coworkers accomplish



Results: by the numbers

- Disengaged employees cost organizations between \$450 and \$500 billion annually
- Companies with engaged employees outperform those without by 202%
- Highly engaged companies result in 21% greater profitability
- Highly engaged companies realize a 41% reduction in absenteeism
- Highly engaged companies have a 17% increase in productivity.

**AND THE
SURVEY
SAYS..**



Source: Gallup

Resources to assist with your program:

- Third-Party Payroll Administrators such as Paychex
- HR Companies/Associations
 - Gallup
 - Paycom
 - Kronos
 - The Employee Engagement GroupPeakon
 - SHRM (Society of Human Resources Managers)
 - Culture Amp



After the survey...

- Budget time and resources
- Discuss results as a team
- Identify areas you can take action on
- Develop your strategy
- Decide on tactics
- Implement plan
- Evaluate
- Adjust as necessary



Best

love

Practices

do

what

you

love

to

you

Employee

Foster

do

Engagement



- **Believe:** believe in what you do, it will bring results. If you do not believe in what you do every day, you cannot expect your employees to do the same.
- **Freedom:** give freedom to you employees to perform their daily tasks. Each person is free to do whatever they want, whenever they want as long as the work gets done and organizational rules are respected.
- **Honesty:** be honest and get honesty back. There is so much dishonesty nowadays, if you can make people trust you, they will go the extra mile - - and you can trust them.



- **Praise:** catch people doing things right instead of catching people doing things wrong. Praise people immediately by saying thank you. Tell them what they did right and encourage them to do more of the same.
- **Care:** Show your employees that you care for them. Spend a minute to have a chat; ask them how their family is doing, how they are doing and are they happy with their work. They will feel valued.
- **Listen and learn:** Listen to your employees. They all have something valuable to say and when you listen and take notice of them, you will learn a lot about them.
- **Clear communications:** use the philosophy of “no surprises’. Simple and clear communication is the key between managers and employees. When you agree with your employees on what needs to be done, they know what is expected of them and will therefore work to achieve the goal.



- **Support:** Support your employees. Do not sit in your office and wait for results, you need to be out there where your people are supporting them and helping them get results. Make sure they know they get your support every day whenever needed.
- **Atmosphere:** Create positive atmosphere. Be happy and smile. When you talk to your employees, make sure you show positivity. Always try to first find the positive sides on every issue before calling attention on the negative points.
- **Awareness:** People are aware. They think for themselves and they certainly do not want to be manipulated by another person. Remember that and respect that every day, it is a key to good management.

Source: Sana Wolstenholme



What We Do

- Employee Interaction
 - Empowerment
 - Regular feed back
 - Clear expectations
 - Member comments
 - Suggest !t
 - Holiday Party
 - Get to the Po!nt
- Recognition
 - Years of Service
 - Birthday cards to home address
- Perks
 - All Employees
 - Discounts on food and clothing
 - Free work shirts, sweatshirts
 - Free golfing
 - Use of pool
 - Use of beaches
 - Discount on watercraft rental
 - Benefits – full time employees
 - 401k
 - Paid time off
 - Medical/Dental/Vision

Benefits

Training Results

- 2016
 - Compliments – 4
 - Complaints – 10
- 2017
 - Compliments – 4
 - Complaints – 7
- 2018
 - Compliments – 20
 - Complaints – 7



Training Benefit

Reduction in accidents & lost days

2015	3 accidents	368 lost days
2016	1 accident	1 lost day
2017	0 accidents	0 lost days
2018	0 accidents	0 lost days

Training Benefit

- Pool attendant
 - Training Provided
 - First Aid
 - CPR/AED
 - Safety Orientation
 - Emergency Action Plan
 - Bloodborne Pathogens
 - Responded when a young male jumped into the pool and struck his forehead
- Results
 - Helped individual out of the water
 - Responded with First Aid kit and supplies
 - Phoned 9-1-1
 - Remained calm
 - Commended by EMT and Nurse who was on the scene
 - Commended by management team for her actions



Training Benefit

- Housekeeping
 - Training Provided
 - First Aid
 - Safety Orientation
 - Emergency Action Plan
 - Bloodborne Pathogens
 - Slips, Trips and Falls
 - Responded to found hypodermic needle
- Results
 - Used proper PPE
 - Collected needle into sharps container
 - Returned sharps container to Office for proper disposal



Training Benefit

- Water Taxi Captain
 - Training Provided
 - First Aid
 - CPR/AED
 - Safety Orientation
 - Emergency Action Plan
 - Responded to young female who had hot coffee spilled on herself
- Results
 - Quick response
 - Remained Calm
 - First treated with cold water
 - Then with burn cream and wrapped
 - Followed with Ice for drive to ER
 - Helped parents take her to vehicle



Engagement Benefit

- Maintenance Team Member
 - Training Provided
 - Hospitality
 - Customer service
 - Safety Training
 - Assisted homeowner with moving objects to dumpster



- Comment from homeowner

“..he spotted Jodi and I struggling to get a load of cardboard boxes into our golf cart for a dumpster run. On his own accord, he backed (his truck) in and loaded them up to take care of us. We were incredibly touched that our needs were noticed and he went the extra mile. Once again, we were reminded that we do indeed live in a caring community and for that we are so appreciative.”

Beth M. & Jodi B.

Engagement Benefit

- Welcome Center Team Member
 - Training Provided
 - Hospitality
 - Customer service
 - Safety Training
 - Welcome Center specific training
 - Assisted new campground member with welcome packet and member cards
- Comment from campground member
 - “I just wanted to thank Heidi and Jena for producing these cards and getting them out to the gate on Friday with our welcome packet. I know they had a number of cards to produce, so I felt it was great customer service that they turned it around quickly and had everything waiting for me as we had discussed. Thanks for your efforts, they are noticed and appreciated.”



Kim S.

Engagement Benefit

- Marine Services Team Member
 - Training Provided
 - Hospitality
 - Customer service
 - Safety Training
 - CPR/AED
 - First Aid
 - Assisted marina member with boat launch

- Comment from marina member

“I wanted to let you know that Kevin O. was a huge help with me launching my boat on Saturday. He had a great attitude about helping me with my boat and it was truly enjoyable working with such a great person like Kevin. He is a great asset to the Bay Point team.”

Marc C.



Contact Information

Mark Gallavan

- mgallavan@baypointmgt.com
- 419-798-0427

Dave Barth

- dbarth@baypointmgt.com
- 419-798-1080

Bay Point Resort and Marina
10948 East Bayshore Road
Marblehead, Ohio 43440

www.BayPointMarina.com