

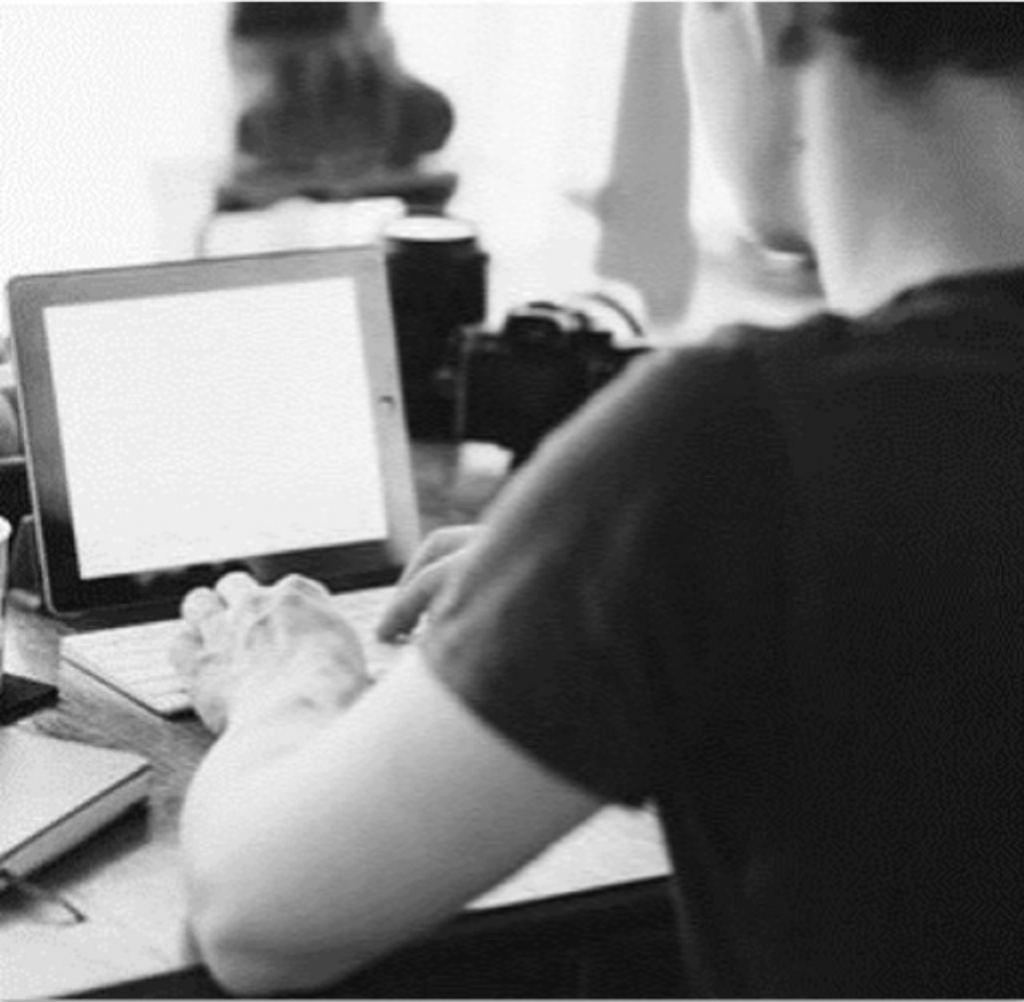


# 6 Keys to Driver Optimization

Maximizing Your Most Valuable Asset

# ***Today's webinar will begin momentarily...***

**Here are a few tips to improve your viewing experience**



- Make sure your computer speakers are on and adjusted to the volume of your choice.
- Close additional browser windows and online applications.
- If you experience technical difficulties, please close your browser and log back in.





***Kimberly Kissel***

**Director of Education**

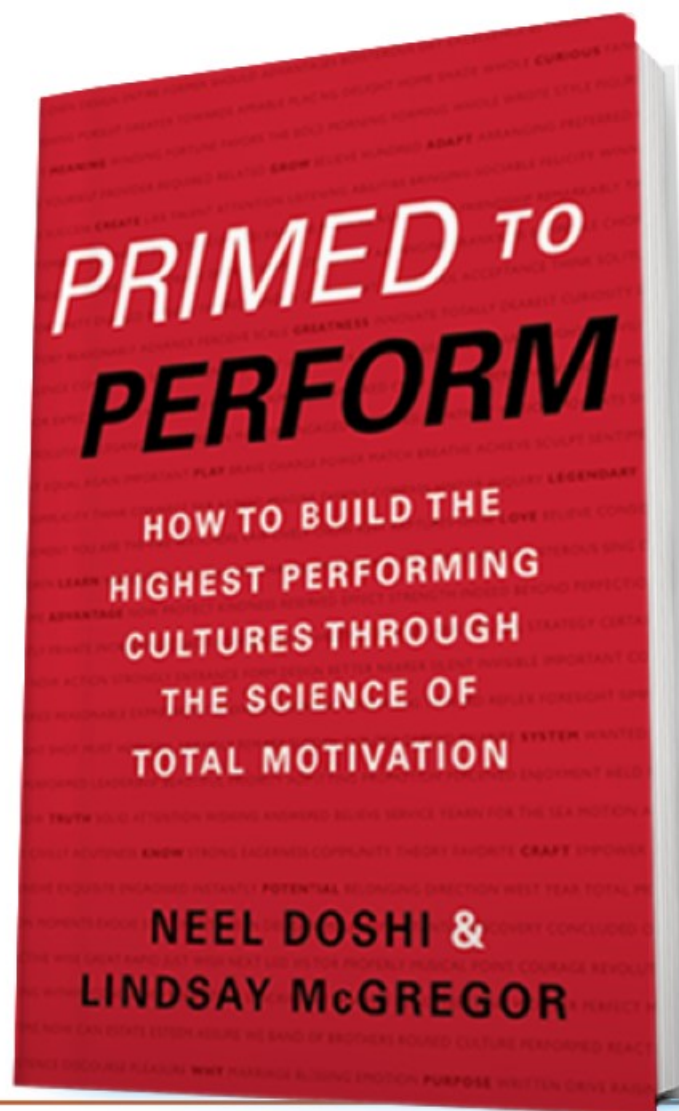
**KKissel@CDAweb.net**



Ask the speaker questions throughout this webinar using the Q&A function -- in your GoToWebinar Control Panel, type in any questions you have for the speaker in the Questions box under the Questions tab.

1. Nail your Driver Value Proposition
2. Manage Your Talent Pipeline
3. Integrate Proactive Onboarding
4. Enable Adaptive Performance
5. Tap Into Total Motivation
6. Maximize Connection

# Recommendation: Primed to Perform



# Uber's Imbalance





“Autonomous vehicles were a major part of Uber’s story due to concerns around drivers who bring never-ending legal battles on the misclassification of employment.”

- Forbes Article

# Uber's Imbalance





# Uber's Imbalance



# Apple's Sweet Spot



Why there's nothing quite like iPhone.

Every iPhone we've made — and we mean every single one — was built on the same belief. That a phone should be more than a collection of features. That, above all, a phone should be absolutely simple, beautiful, and magical to use.

“There is growth available in every position and go-getters will find themselves flush with opportunity.”

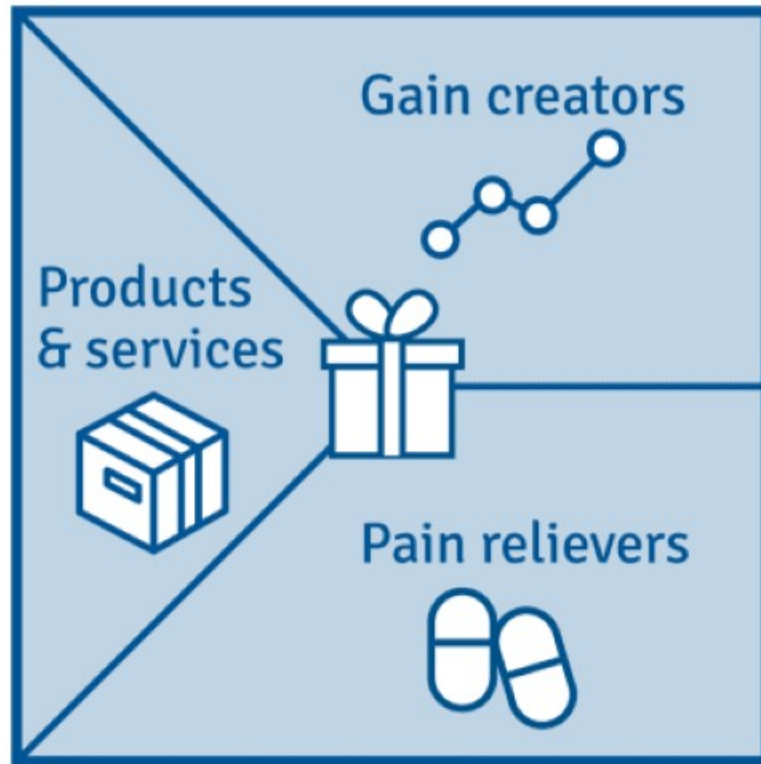
- Glassdoor Post by  
Apple Employee



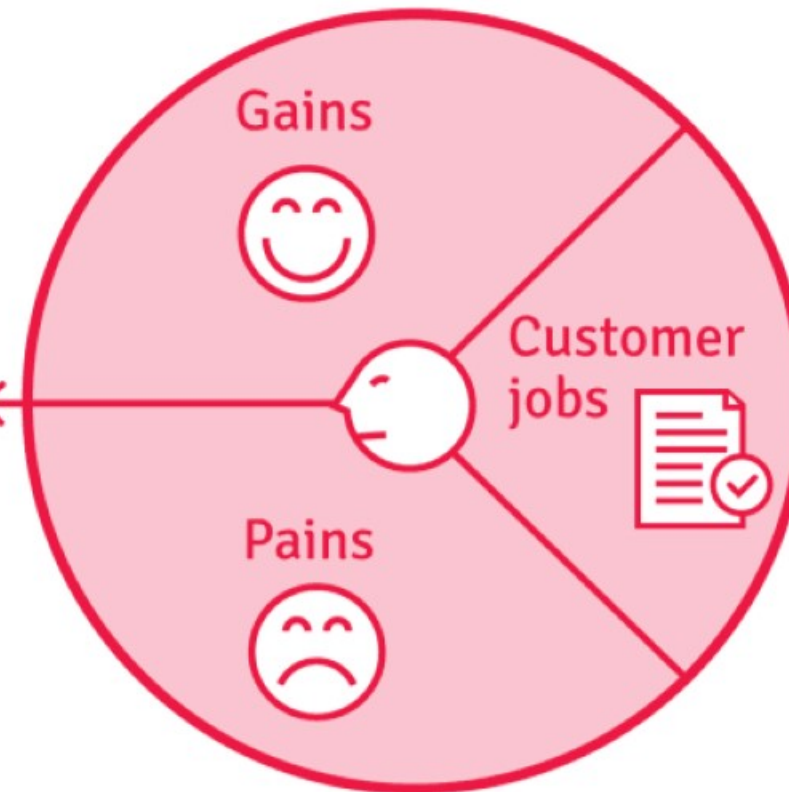
1. Saudi Aramco - \$110.9 billion
2. Apple - \$59.5 billion
3. Industrial & Commercial Bank of China - \$45 billion
4. Samsung Electronics - \$39.8 billion
5. China Construction Bank - \$38.4 billion
6. JPMorgan Chase & Co. - \$32.4 billion
7. Alphabet - \$20.7 billion

# Standard Business Proposition


## Value Proposition



## Customer Profile



# Building Your Driver Value Proposition: Part 1

A vintage rotary telephone with a dark red body and brass accents. Three orange callout boxes with white text are positioned around the phone. The first box points to the handset, the second to the dial, and the third to the receiver.

Send: Transmit messages that align with the expected value proposition with the intent to follow-through on each commitment.

Receive: Carefully listen to the individual and collective messages being transmitted.

Leaders take action to 'crack the code' and help shape the total employee experience.



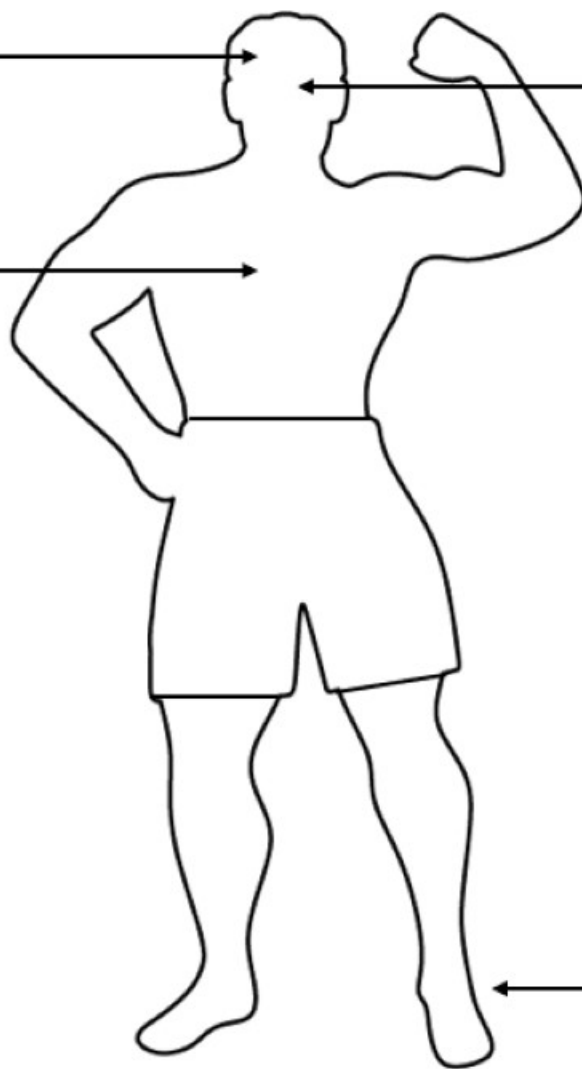
# Building Your Driver Value Proposition: Part 2



Logical Needs: Pay, Safety,  
Tools & Training



Emotional Needs: Trust,  
Relationships, Psychological  
Safety



Vision: Future, Goals, Impact



Mobility: Growth, Autonomy



Don't Wait Until Your Children are  
Starving to Plant Your Garden



Leave the Faucet On



Invite Pre-Hire  
Action

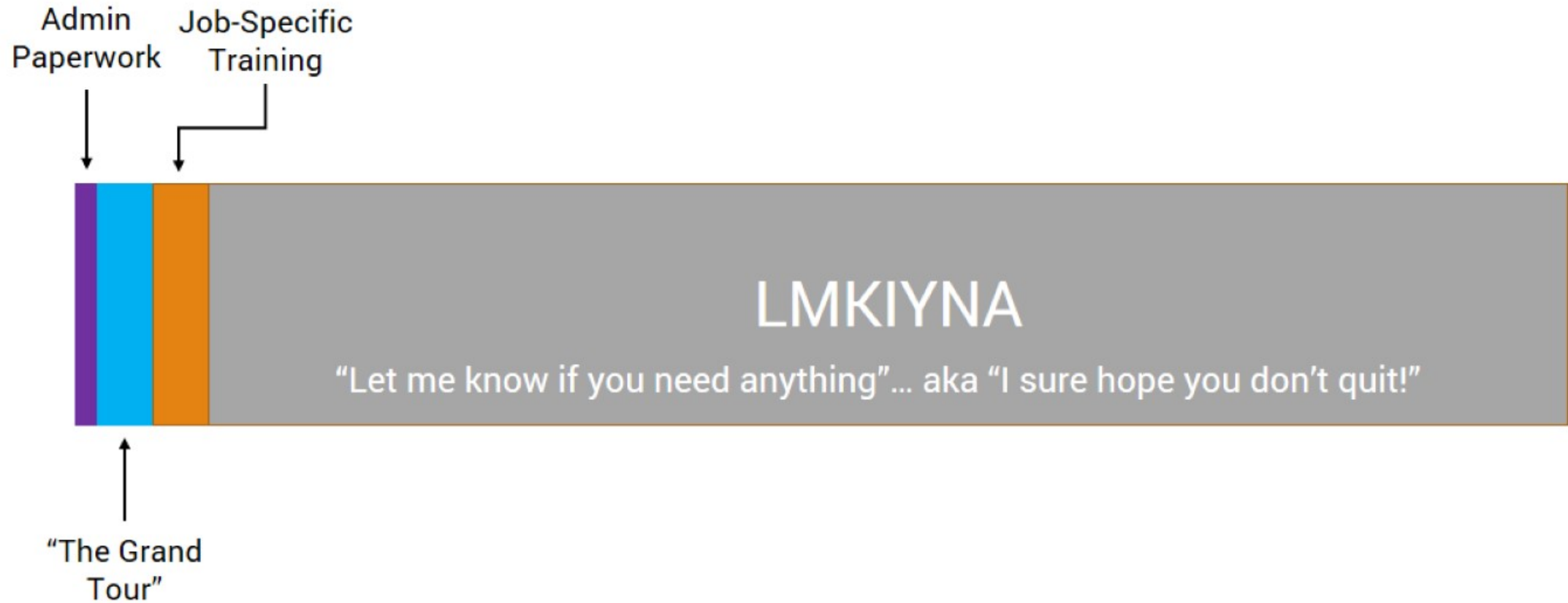




Hire for Cultural Fit  
+ Technical Ability

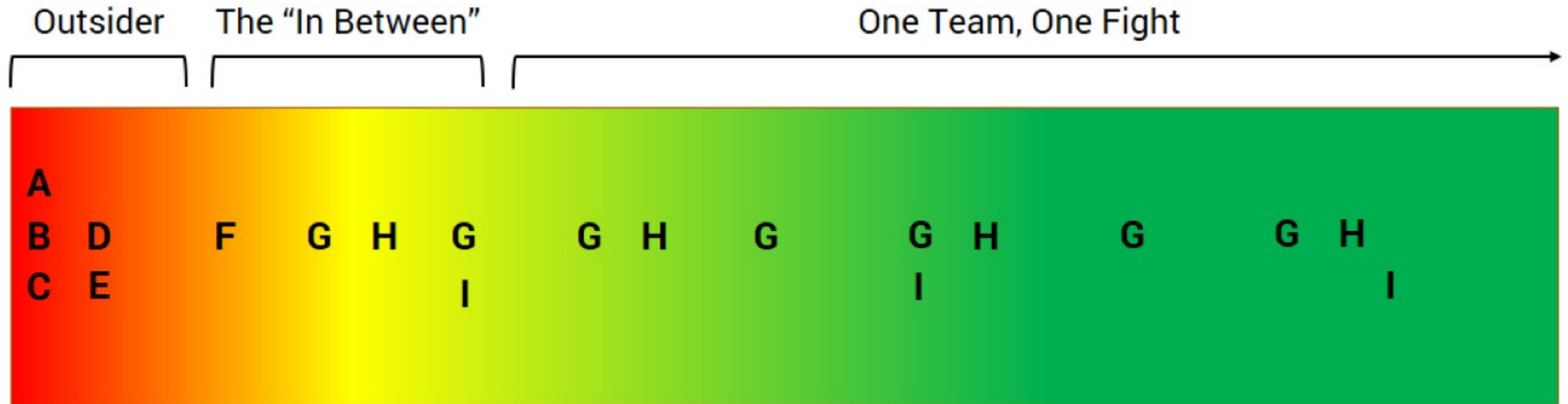


Stealing is Okay





# Proactive Onboarding

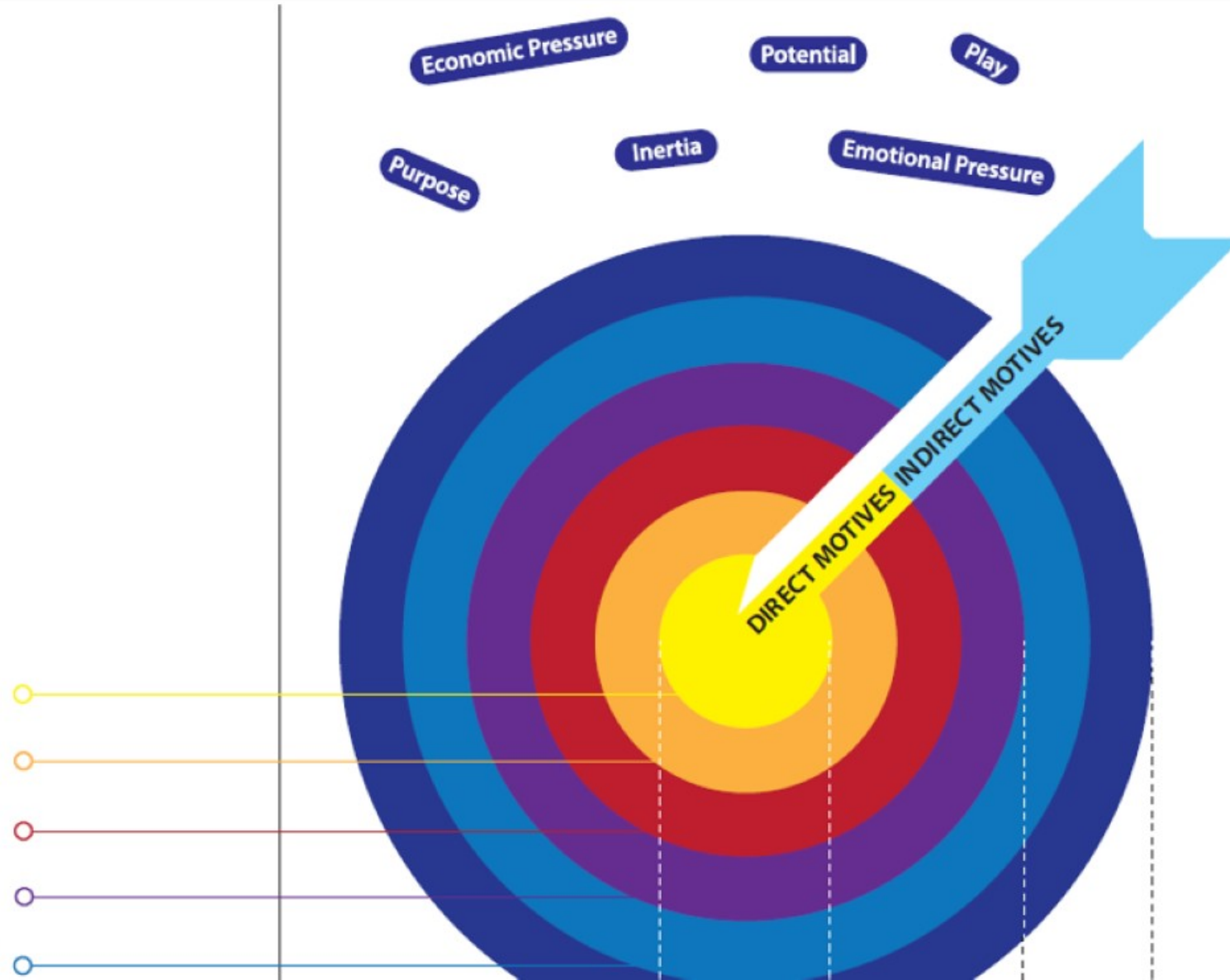


- A: Welcome Video (pre-hire)
- B: Welcome Text (pre-hire)
- C: Admin Paperwork (day 0)
- D: Walk-Through, Team Rally (day 1)
- E: Job-Specific Training (day 1-day 14)
- F: Mentor Introduction (day 7)

- G: Weekly Goal-Setting Video Series + Other engaging content – via text message (day 7-day 45)
- H: Mentor touchpoints (every couple weeks/once per month)
- I: Regular Manager One-on-Ones (no less than quarterly, monthly is better)

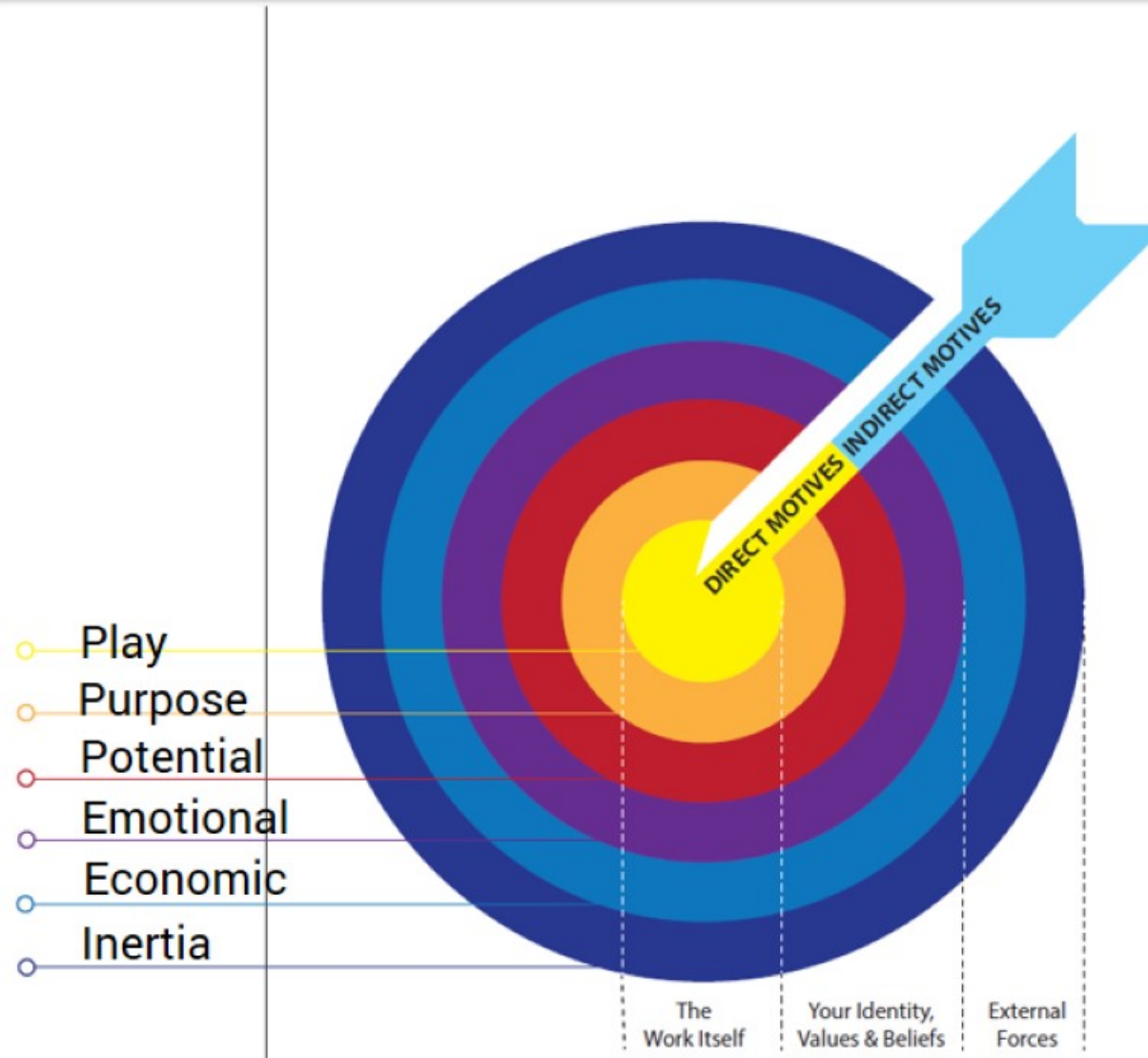


# Total Motivation





# Total Motivation





- Older industrial methods are eliminated in favor of scientifically studied and perfected tasks
- Laborers are intentionally and scientifically chosen, trained, and observed by managers
- Each worker's assigned job is scientifically scrutinized and assessed through time and motion studies to identify the most efficient method possible
- The concerns of managers and workers are strictly separated. While managers are charged with planning and supervising tasks, workers are responsible for carrying it out





A person's ability to diverge from the plan to fulfill a critical need.

A driver's ability to step out of the tactical part of his or her routine to meet the needs of a customer that leads to an increase in trust.

# The Jurassic Park Principle





# When Adaptation Goes Wrong...





# When Adaptation Goes Right...



Problem = People  $\neq$  Process

Solution = People + Process

# Building a Culture of Connection: Top 10

“Works hard to create a truly diverse and inclusive work environment where everyone can feel comfortable bringing their true selves to work.”

“The company truly pays attention to personal growth and development. The supportive atmosphere is unique.”

“One of the best companies anyone could ever work for. They treat their employees fairly, are dedicated to the success of their employees.”

“Very flexible scheduling and understanding supervisors. They put forth a significant effort to advance your skills as an employee.”

“They encourage employee growth and development and have programs in place that help you aspire to be your best you.”

“Great flexibility, great benefits, fabulous co-workers who work together to make our jobs fun and our customers happy!”



## ... What Employees are NOT Saying...

“I love how I was left to my own devices after my first 2-weeks of tedious new employee training.”

“I’m glad I don’t know anyone here. It’s fun spending all this time on the road not feeling any connection with anyone else who works for this company.”

“Coming up with my own ideas for how to do my job better is hard work. I’m glad I’m told exactly what to do. It allows me to spend my time thinking about absolutely nothing!”

Proactive Onboarding

+ Manager One:One

+ Adaptive Performance

+ Culture Building

# Questions or Comments?



What do you think?





**THANK YOU!**

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