



Game On! An Innovative Strategy for  
Developing Frontline Leaders

*Alexander Willis*

**This session is eligible for  
1.5 Continuing Education Hours.**

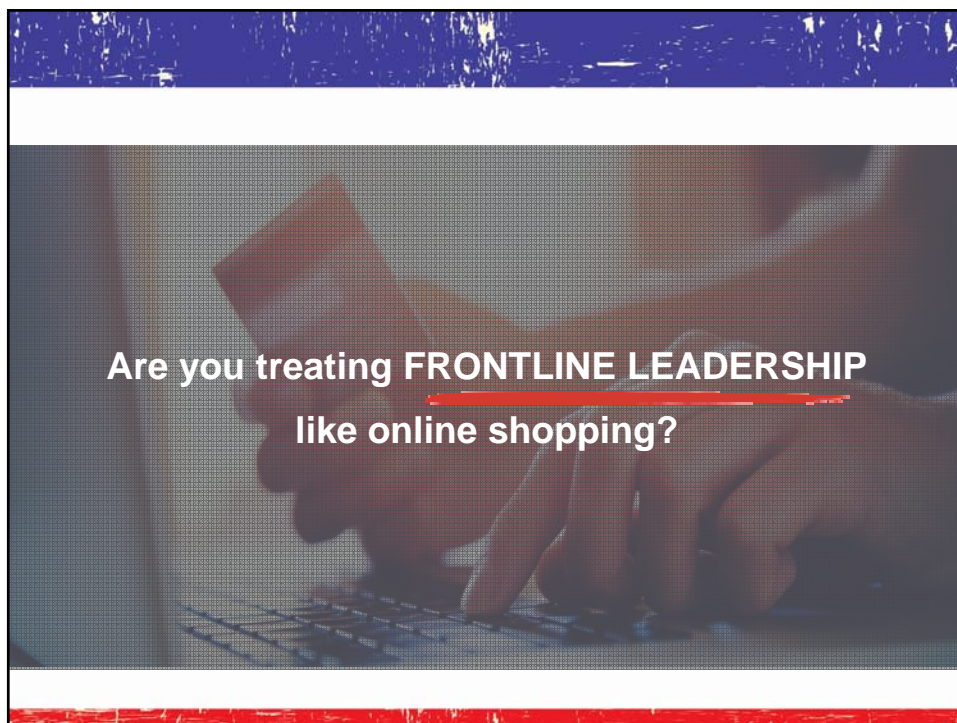
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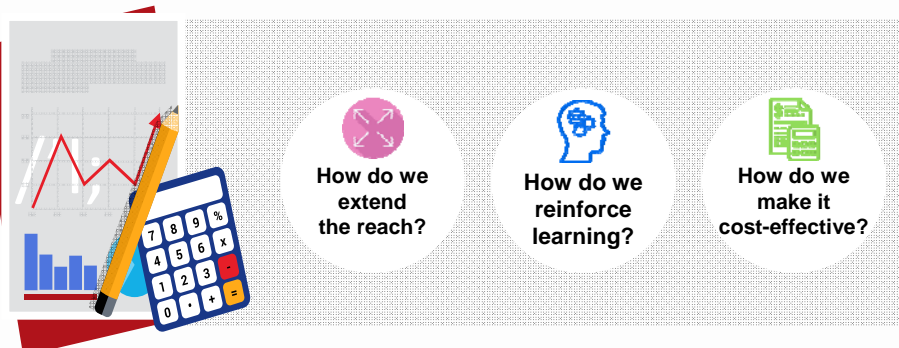


**If you are a Contractor in the Trades Industry  
three things keep you up at night:**

- First, the shortage of qualified workers
- Second, worker quality
- Third, the impact 1 and 2 have on safety



## Challenges in Creating a Frontline Leadership Culture



## The Ideal Leadership Development Culture







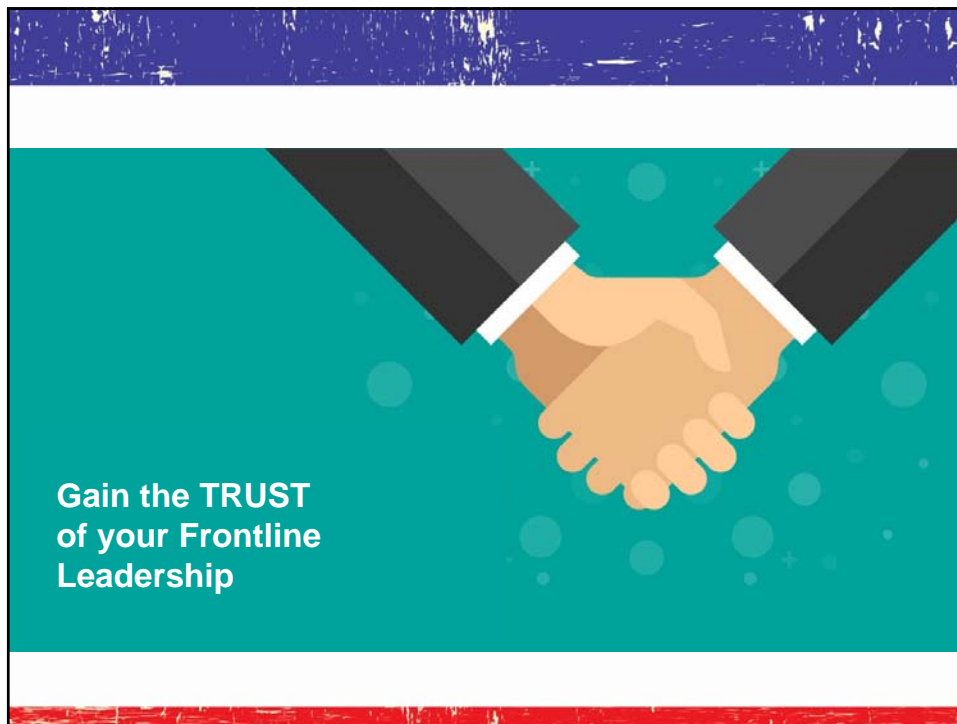
**The ideal curriculum focuses on 5 core content areas:**



-  **Personal Leadership**
-  **Team Leadership**
-  **Management for Results**
-  **Communication**
-  **Customer Service**

**ARE YOU  
EMPOWERING  
YOUR LEADERS  
FOR WORK  
AND HOME?**





### A clear path to track growth and development

Leadership Style	Percentage	Characteristics
Opportunist	5%	wins any way possible. self-oriented, "might makes right"
Diplomat	12%	avoids overt conflict. wants to belong; obeys group norms
Expert	38%	uses their technical and functional expertise
Achiever	30%	sets clear organizational objectives, leads strategic change
Catalyst	<10%	are visionaries who trigger and lead transformative change

Research from *Leadership Agility*, by Bill Joiner and Stephen Josephs (Jossey-Bass, 2007) and *Seven Transformations of Leadership* by David Rooke and William Torbert (HBR, 2005)

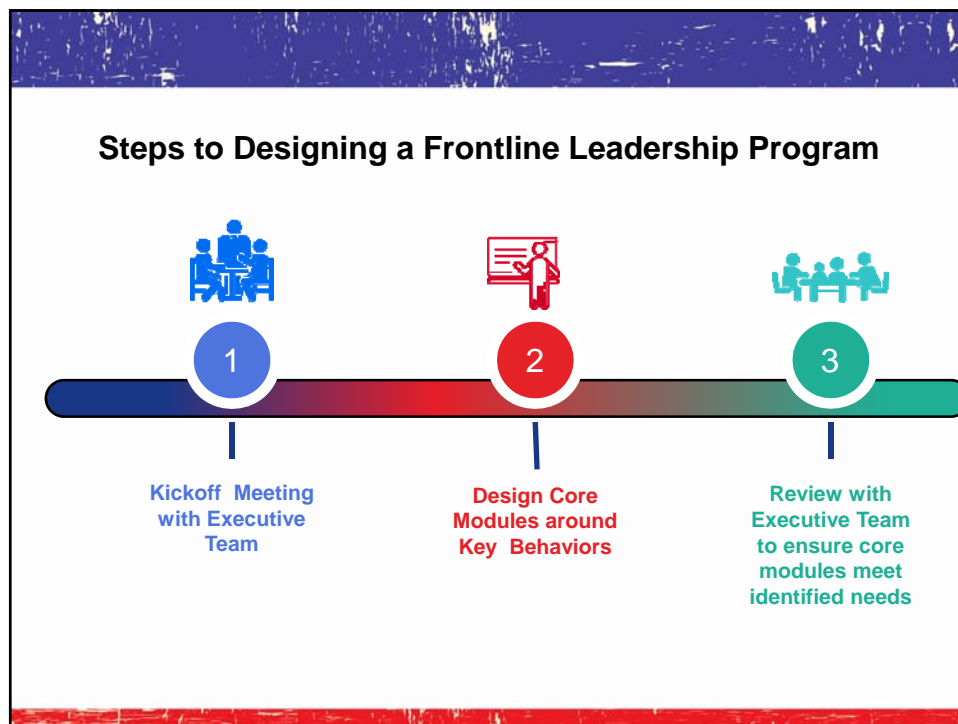
Millennials now make up 34% of the nation's workforce, a number that's expected to grow to 50% by 2020.

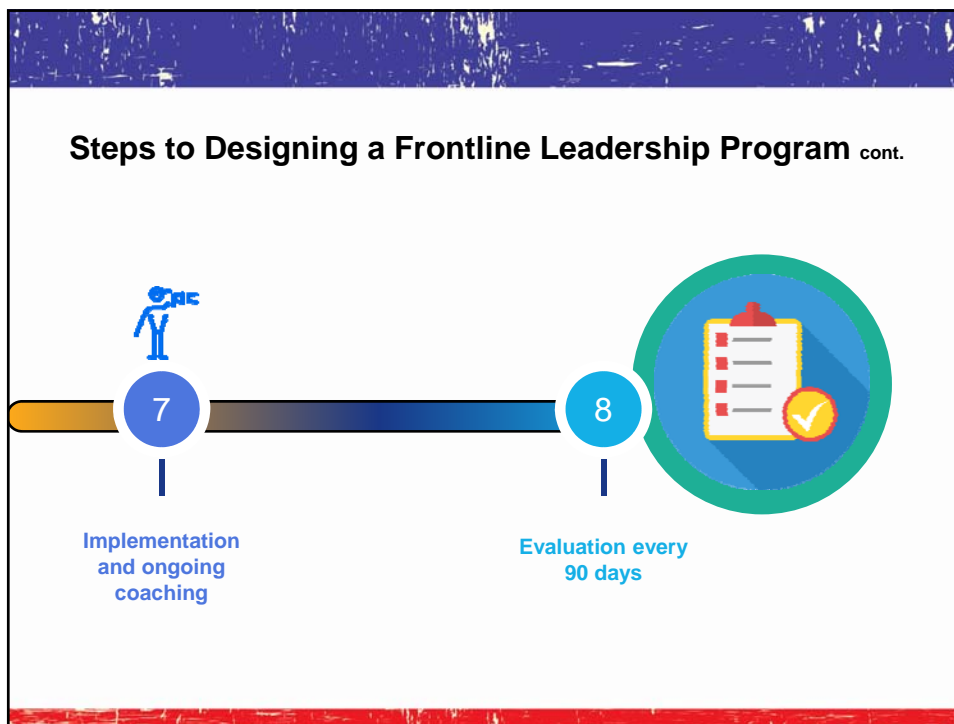
The 2015 FMI Industry Survey: "Millennials in Construction: Learning to Engage a New Workforce. pg. 1

### Case Studies on Gamification in the Workplace

<p><b>40%</b></p> <p><b>Behavior Rewards</b></p> <p>The company motivates the employees through behavioral rewards and increased their profit margin by 40%.</p>	<p><b>50%</b></p> <p><b>Training</b></p> <p>Training programs took 50% less time to complete and massively improved long-term engagement.</p>	<p><b>\$100M</b></p> <p><b>Energy Consumption</b></p> <p>Reduced measurable energy consumption by over \$100M</p>	<p><b>67%</b></p> <p><b>Workouts</b></p> <p>Uses gamification to get 67% of their employees to go to the gym</p>
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## Questions

**Thomas & Betts**  
A Member of the ABB Group

**LEADERSHIP SURGE**

Up Next: Interactive Break in the Cibolo Canyon Ballroom

- Eat This Not That
- The Airplane Stretch Break
- Open Q & A Session: Apps
- Get to Know Your iPad Inside & Out

Don't forget to fill out the online evaluation at [www.necanet.org/NNSurvey2017](http://www.necanet.org/NNSurvey2017)