



Defense
Unicorns

Revolutionize Your Workforce: Proven Tactics for Boosting Civilian Employee Retention, Engagement, and Satisfaction

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ABOUT US



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CONTENT OVERVIEW

SETTING THE SCENE	Current challenges in civilian employee retention and engagement, and the impact on organizational performance
BEST PRACTICES	Actionable strategies for boosting employee retention and engagement
LEADERSHIP & HR SYNERGY	How collaboration between leadership and HR can supercharge personnel development and retention efforts
MEASURING SUCCESS	Understand the metrics that matter for evaluating the effectiveness of your initiatives and nurturing a culture of continuous improvement



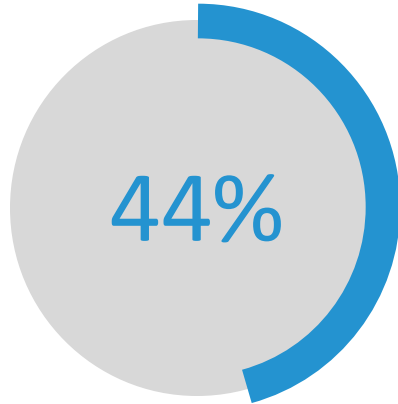
Great vision without great people is irrelevant.



JIM COLLINS



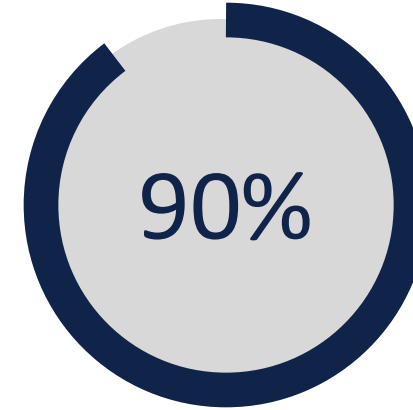
UNDERSTANDING THE CURRENT LANDSCAPE



44.4% of Air Force civilian employees will be eligible to retire in less than 10 years

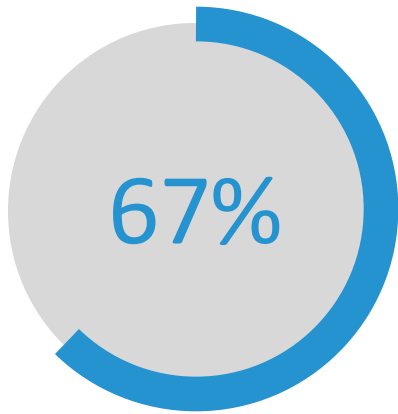


The average age of Air Force civilian is 47 years old

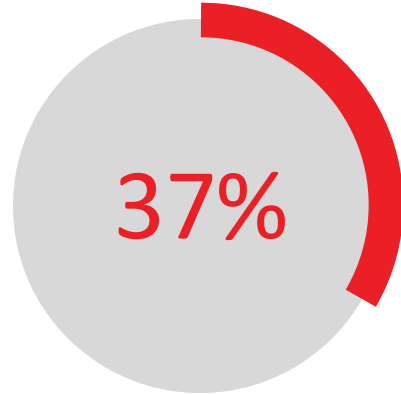


When polled, 90% of people aged between 16-24 responded that they would be unlikely to consider the military as a career path

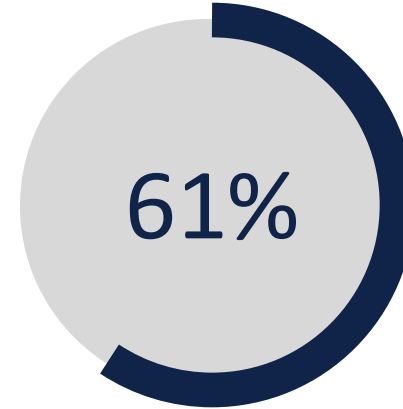
UNDERSTANDING THE CURRENT LANDSCAPE



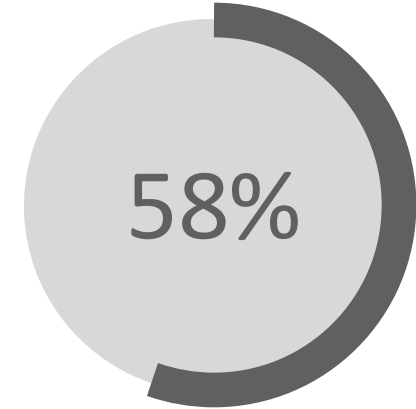
Two-thirds of workers in the US are disengaged



37% of executives strongly agreed that engagement is a significant organizational focus

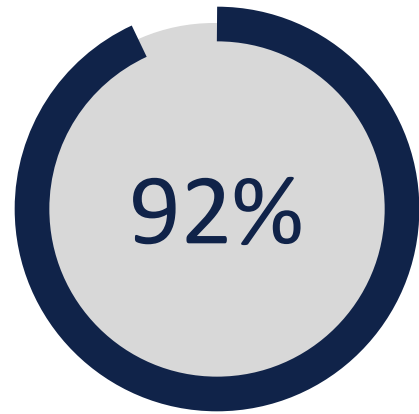


61% of the US workforce does NOT receive regular recognition at work

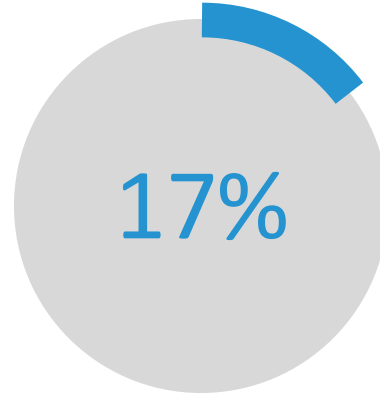


58% of employees feel that complacent leadership is the top reason they feel disengaged

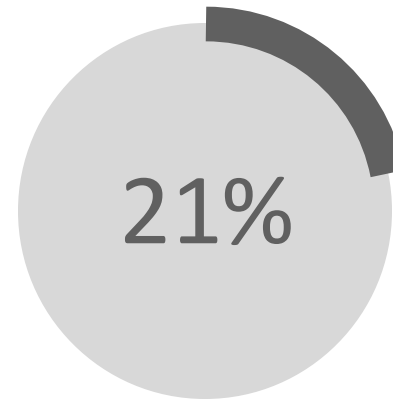
STRATEGIC PRIORITIZATION OF PEOPLE — WHY IT MATTERS



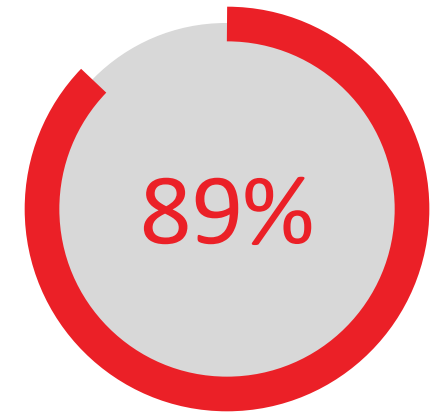
92% of executives agree that high employee engagement leads to happier customers and end users



Organizations with higher employee engagement rates are 17% more productive



Organizations with higher employee engagement rates are 21% more profitable



89% of employees who work for companies that emphasize employee wellness are more engaged in their jobs

WHAT DOES IT MEAN FOR AN EMPLOYEE TO BE ENGAGED?

✓ Engaged Employees

- Are **aligned** with their organization's mission
- Are **passionate** about their tasks and projects
- Are **motivated** to overcome obstacles
- Are **connected** with their peers
- Have **higher morale** and feel a **higher sense of worth** at work

✗ Disengaged Employees

- Are **unenthusiastic** toward their work
- Are **indifferent** toward their organization's mission
- Feel **unattached** to their organization and are easily convinced to leave for another offer
- **Don't understand the role** they play in the bigger picture



Train people well enough so they can leave. Treat them well enough so they don't have to.



SIR RICHARD BRANSON



BEST PRACTICES — DRIVING EMPLOYEE ENGAGEMENT

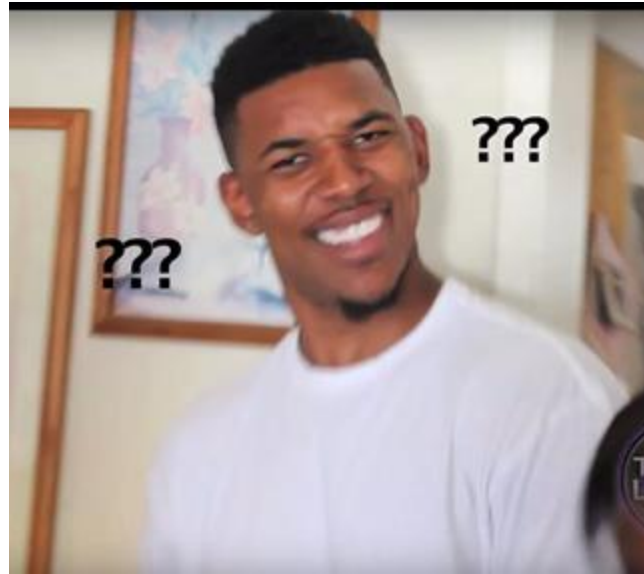
Upper management when the pizza party didn't improve our employee engagement scores



- Mission drive and connection
- Quality onboarding
- Trust in employees
- Context, context, context
- Recognition
- Openness to experimentation

BEST PRACTICES — MISSION DRIVE AND CONNECTION

One of the biggest reasons that people aren't inspired at work is because they don't understand how their day-to-day work ties into the overall mission.



BEST PRACTICES — QUALITY ONBOARDING

- Start before day 1
- Involve the whole team - not just HR
- Make it an immersive experience
- Measure success



BEST PRACTICES — TRUST IN EMPLOYEES

Employees at high-trust organizations reported



74% less stress



106% more energy at work



50% higher productivity



13% fewer sick days



76% more engagement



29% more satisfaction with their lives overall



40% less burnout



BEST PRACTICES — TRUST IN EMPLOYEES

- **Hire the best people, and then let them do their thing!**
- Recognize excellence
- Give people discretion in how they do their work
- Share information broadly
- Intentionally build relationships
- Facilitate whole-person growth
- Show vulnerability

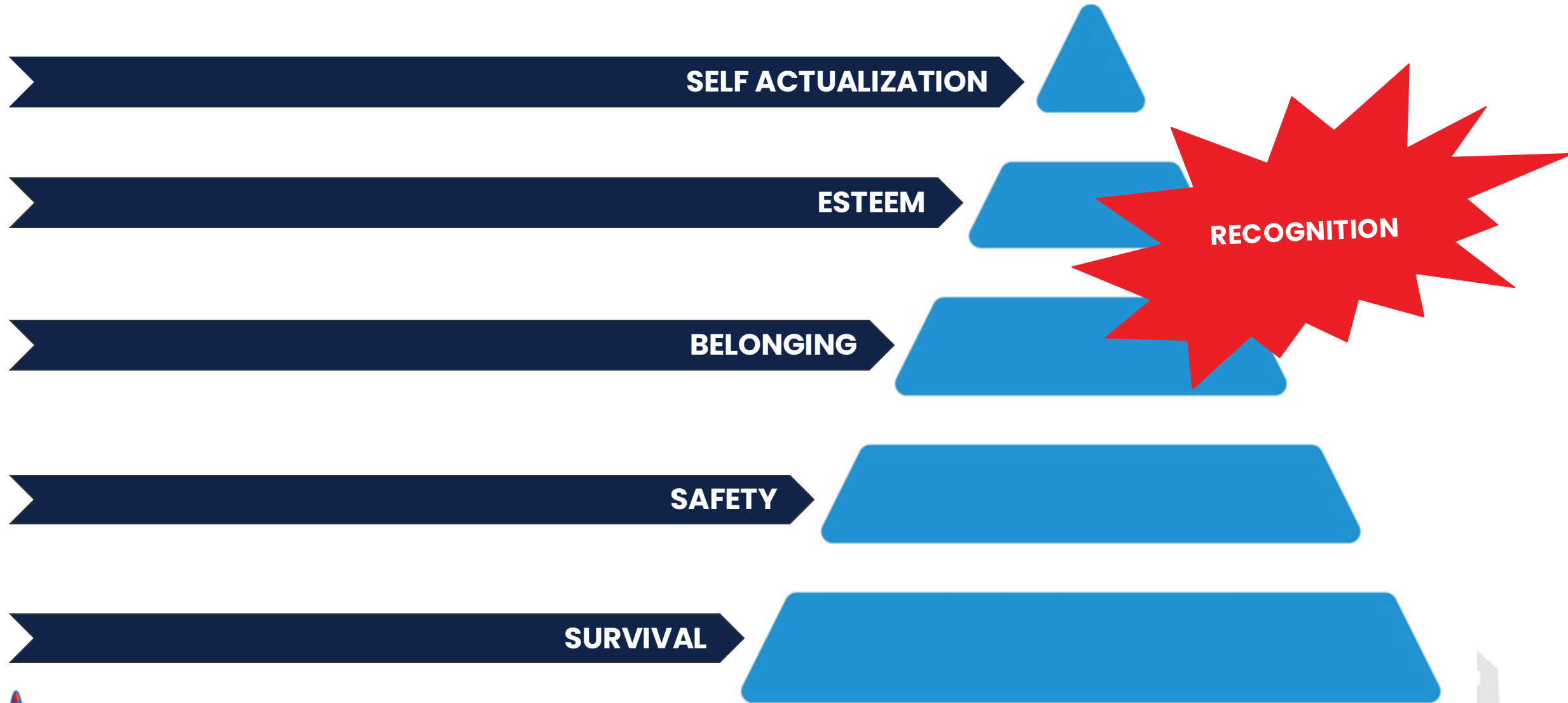


BEST PRACTICES — CONTEXT, CONTEXT, CONTEXT



- Ensure that your employees fully understand their roles and are not receiving conflicting information
- Don't assume
- "Be curious, not judgemental"

BEST PRACTICES — RECOGNITION



BEST PRACTICES — RECOGNITION

Recognition should be:

- Specific
- Given in real-time
- Tied to desirable behaviors
- Contagious



BEST PRACTICES — OPENNESS TO EXPERIMENTATION



“

Culture is how employees' hearts and stomachs feel about Monday morning on Sunday night.

”

BILL MARKLEIN

LEADERSHIP & HR SYNERGY



- HR is **NOT** the principal's office!
- Let HR be your sounding board and confidant
- HR should not be the last to know

LEADERSHIP & HR SYNERGY

- **Embrace the fluff** – build relationships with your employees as people
- **Communicate** when things are going well so you can communicate when things aren't going well





Determine what behaviors and beliefs you value as a company, and have everyone live true to them. These behaviors and beliefs should be so essential to your core, that you don't even think of it as culture.



BRITTANY FORSYTH

MEASURING SUCCESS

- Employee Net Promoter Scores
- Attrition rate
- Benefit usage
- Outputs vs. Tracking time



WRAPPING IT UP

- **Be intentional** about your organizational culture
- Make sure your employees see **the connection** between their work and the mission
- Focus on **quality onboarding**
- **Trust** your employees
- Share **context**
- **Recognize** excellence
- Be open to **experimentation**

**ANY
QUESTIONS?**



CONTACT US



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DATA SOURCES

- [Wellable – 11 Employee Engagement Statistics You Should Know for 2024](#)
- [Simply Psychology – Maslow’s Hierarchy of Needs](#)
- [Harvard Business Review – The Neuroscience of Trust](#)
- [Gallup – 7 Problems With Your Onboarding Program](#)
- [Oak Engage – 24 shocking employee onboarding statistics you need to know in 2024](#)
- [Air Force Personnel Center \(AFPC\)](#)



THANK YOU