

Employee Experience & Talent

Juan Carlos Cubeiro
@juancarcubeiro
May 17th, 2023





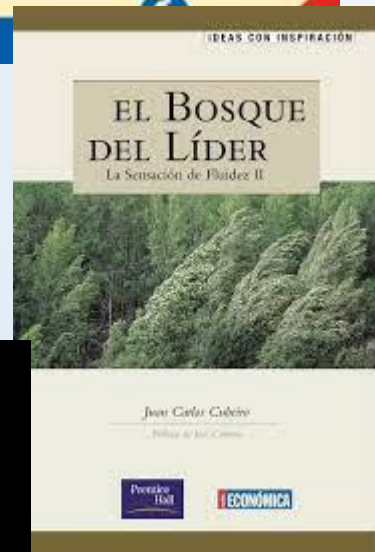
C O N F E R E N C I A

JUAN CARLOS CUBEIRO
- Presidente para Europa del About My Brain Institute -

"Lo que el Coaching ha cambiado TCV
(tras el coronavirus) con el Neuroliderazgo"

Jueves 6 de mayo | 16.15h a 18.00h | Salón de actos 2
Modalidad presencial y online





EL VIRUS QUE RESETEÓ EL CAPITALISMO

LECCIONES PRÁCTICAS DEL COVID-19

JUAN CARLOS CUBEIRO



Juan Carlos Cubeiro

CÓMO DESCUBRIR Y APROVECHAR EL TALENTO DE TU ORGANIZACIÓN

DIEZ CONCEPTOS
PARA OPTIMIZARLA

El límite del crecimiento de
tu empresa es el desarrollo
de tus profesionales.



ALMUZARA

LIDERAZGO BRAIN-FRIENDLY

Los nueve hábitos de la mente eficaz

Plataforma
Empresa



SILVIA DAMIANO
JUAN CARLOS CUBEIRO

Nadalízate

JUAN CARLOS CUBEIRO
Y LEONOR GALLARDO

Prólogo de Fernando Savatir

Aprende del mejor
deportista español
de la historia cómo
sacar lo mejor de ti

Incluye un test para determinar tu
«Cociente de Nadalización»

adenta
com 1984



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“We have to be very short-sighted to deny the evidence that the model is exhausted”

**Sandra Ojiambo,
CEO, United Nations
Global Compact**



Juan Carlos Cubeiro

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ALMIZARA

It ain't what you don't know
that gets you into trouble. It's
what you know for sure that
just ain't so.

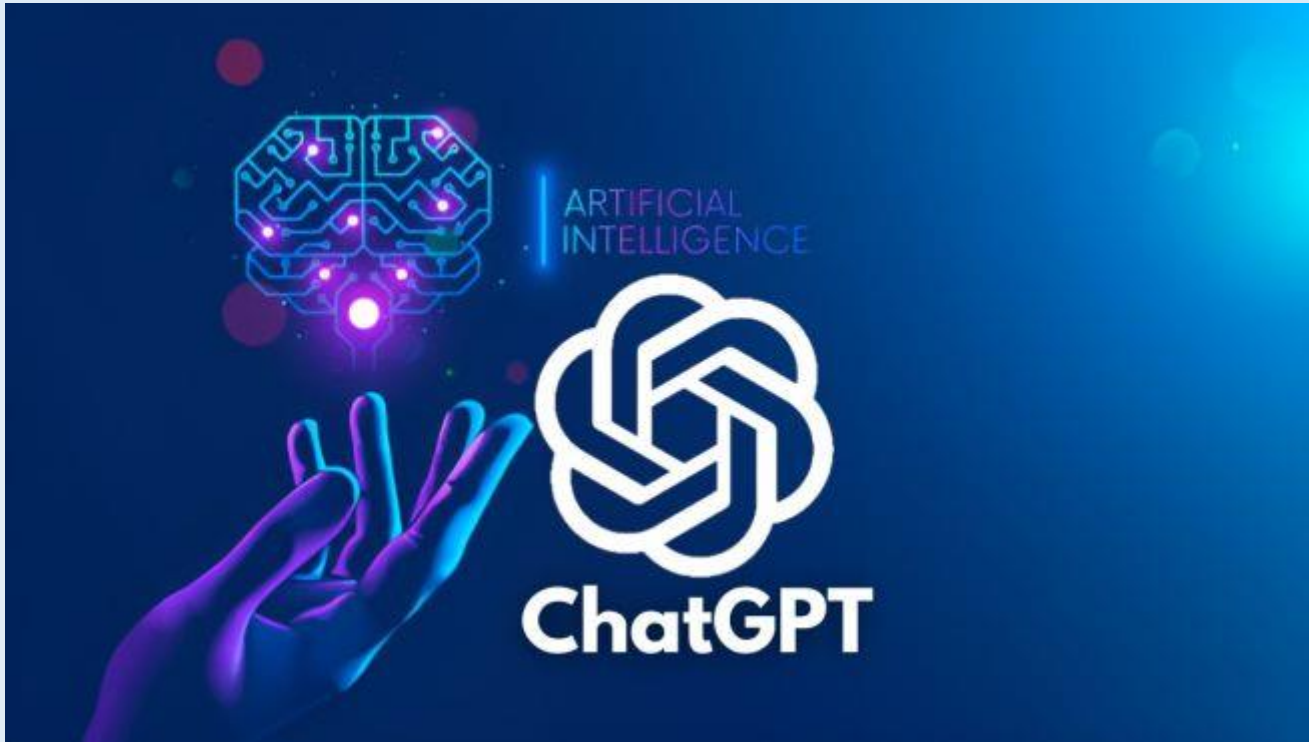
Mark Twain



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Are you going to talk about



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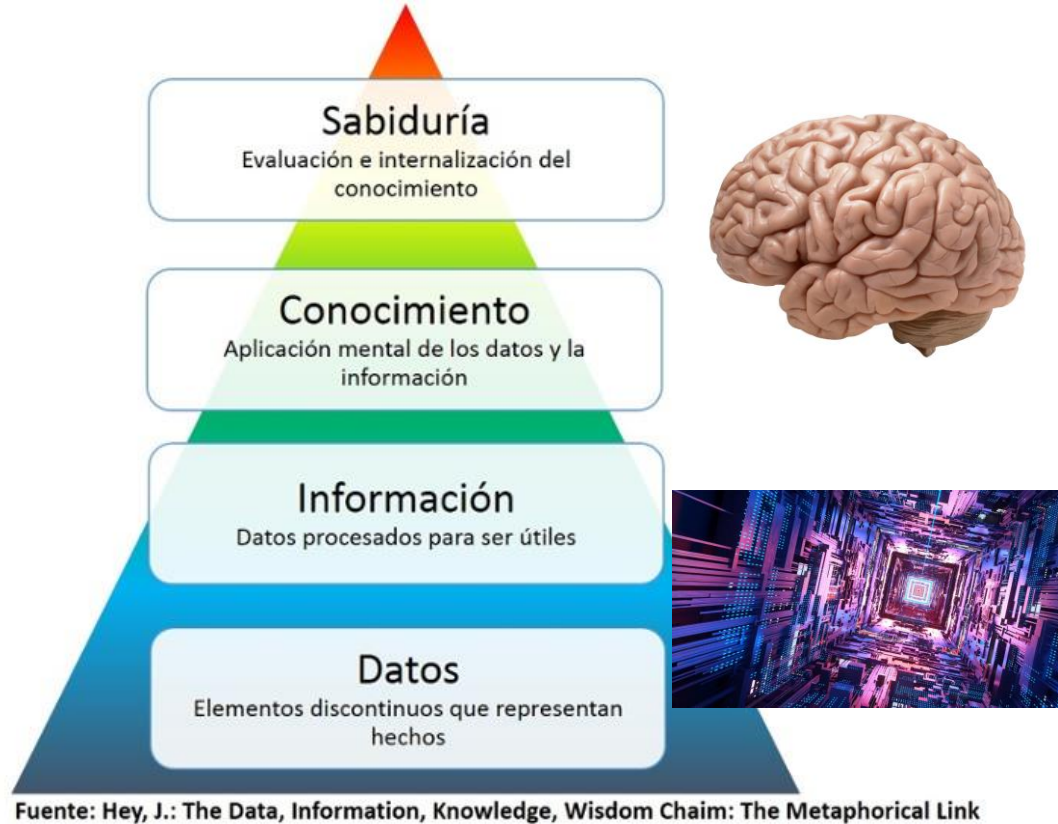
DEL CAPITALISMO AL TALENTISMO

CLAVES PARA TRIUNFAR EN LA NUEVA ERA



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DEUSTO



Fuente: Hey, J.: The Data, Information, Knowledge, Wisdom Chaim: The Metaphorical Link

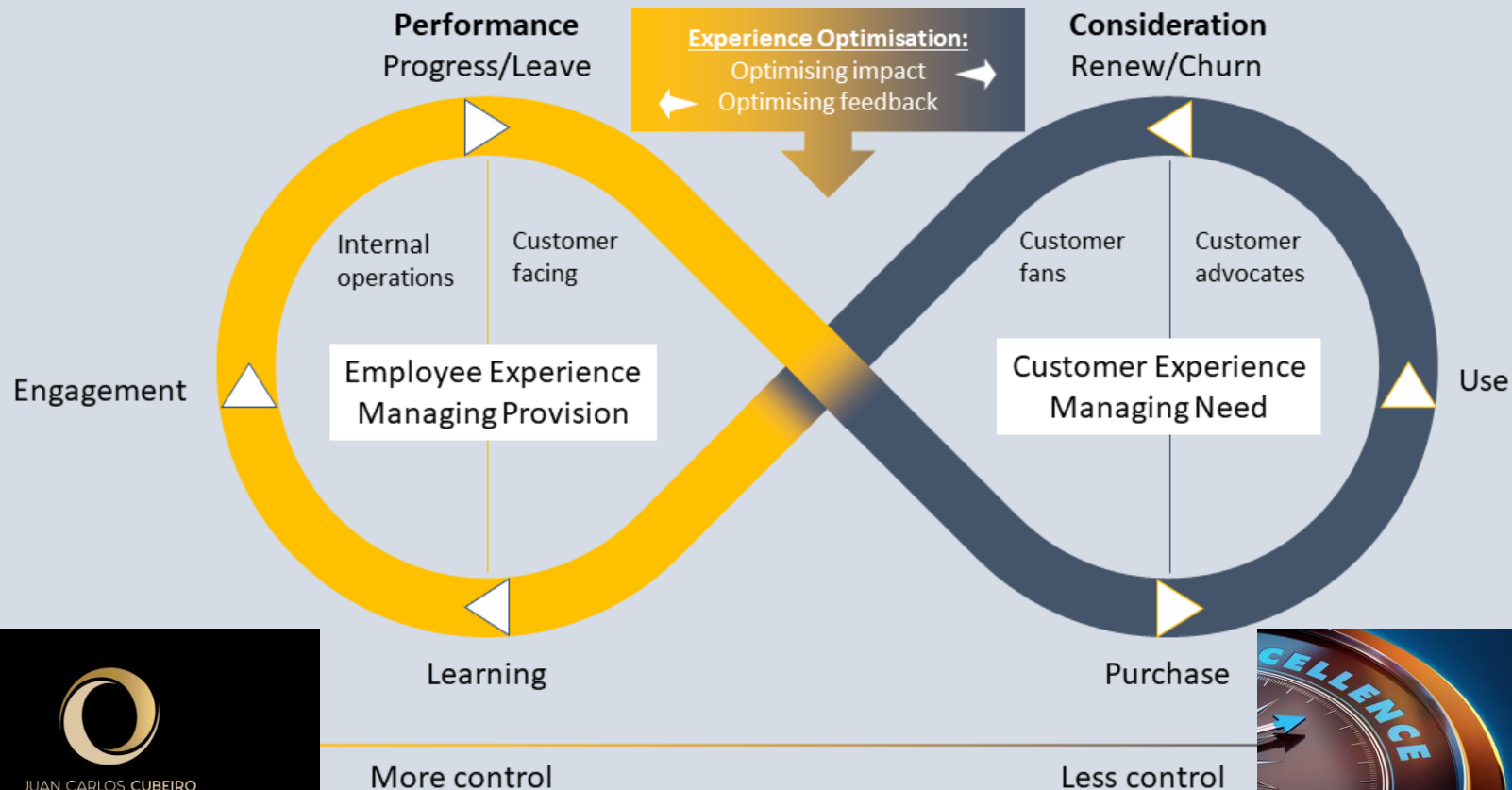


1. Why Employee Experience is so important?



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The Employee Customer Experience Connection: Fundamentals



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Main shortage is *invisible*

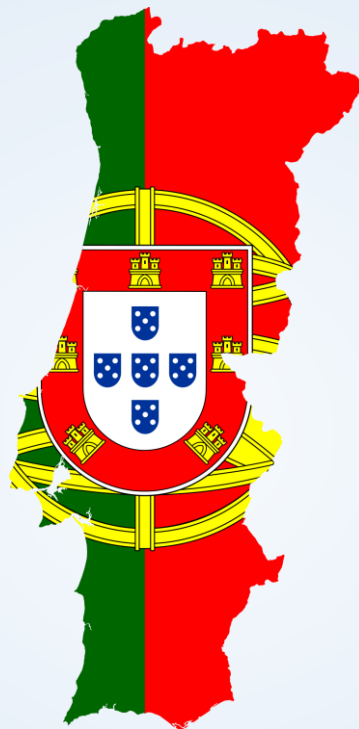


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80%



85%



88%



THE GREAT RESIGNATION

Are you ready to **join the movement?**



73%
of workers want
remote work to stay



54%
are tired of feeling
BURNED OUT



39%
want to be their
authentic selves at work

40%
of the
global workforce
is ready to
QUIT

Industries feeling it
the most



• Retail



• Hospitality



• Leisure & travel



• Manufacturing



• Technology



• Healthcare

Figures shown are from the 2021
Microsoft Work Index



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External issues CEOs expect to disrupt their business strategy within the next 12 months



LABOR/SKILLS SHORTAGE

73%

PANDEMIC (E.G., FUTURE COVID-19 VARIANTS)

70%

CYBER RISK (E.G., CYBER ATTACKS)

29%

GEOPOLITICAL INSTABILITY (E.G., POLITICAL UNREST, INTERNATIONAL TENSIONS)

28%

IDEOLOGICAL POLARIZATION

19%

NATURAL DISASTERS (E.G., FLOODING, WILDFIRES, DROUGHT)

13%

FINANCIAL/CURRENCY MARKET INSTABILITY

13%

IS IN TRUST (E.G., SPREAD OF INFORMATION)

12%

COULD SELECT UP TO THREE

AT: LANCE LAMBERT • SOURCE: FORTUNE-DELOITTE CEO SURVEY



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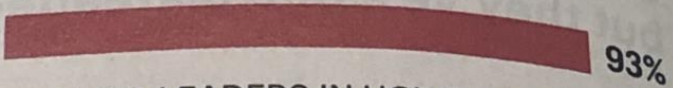
NE

AT
LEAST FOUR
DAYS A WEEK

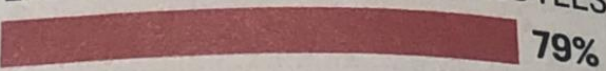
 **THE GREAT
RESIGNATION**

TACTICS USED TO MITIGATE IT

ALLOWED MORE FLEXIBILITY IN WORK
TIMES AND LOCATIONS



TRAINED LEADERS IN HOW TO BETTER
EMPOWER AND ENGAGE EMPLOYEES



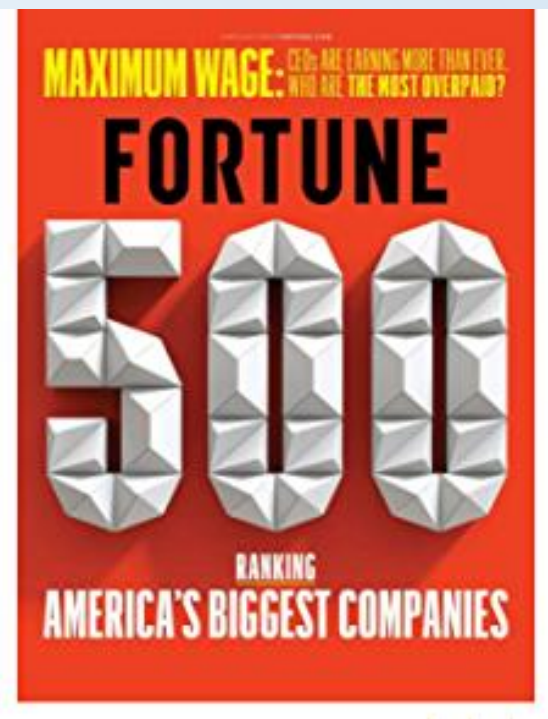
COMPANY'S STATED PURPOSE WAS
STRENGTHENED



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NO. 2

NO. 3



A close-up photograph of a person's hands holding a bright red rectangular sign. The sign has the words "QUIET QUITTING" written in bold, white, sans-serif capital letters. The person holding the sign is wearing a light blue button-down shirt, which is slightly out of focus in the background.

QUIET QUITTING



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Why People Are Quitting Their Jobs

Most common reasons given for quitting previous job
(Apr '21 - Apr '22)



Based on a survey of 13,382 employees in Australia, Canada, India, Singapore, United Kingdom and United States.

Source: McKinsey & Company



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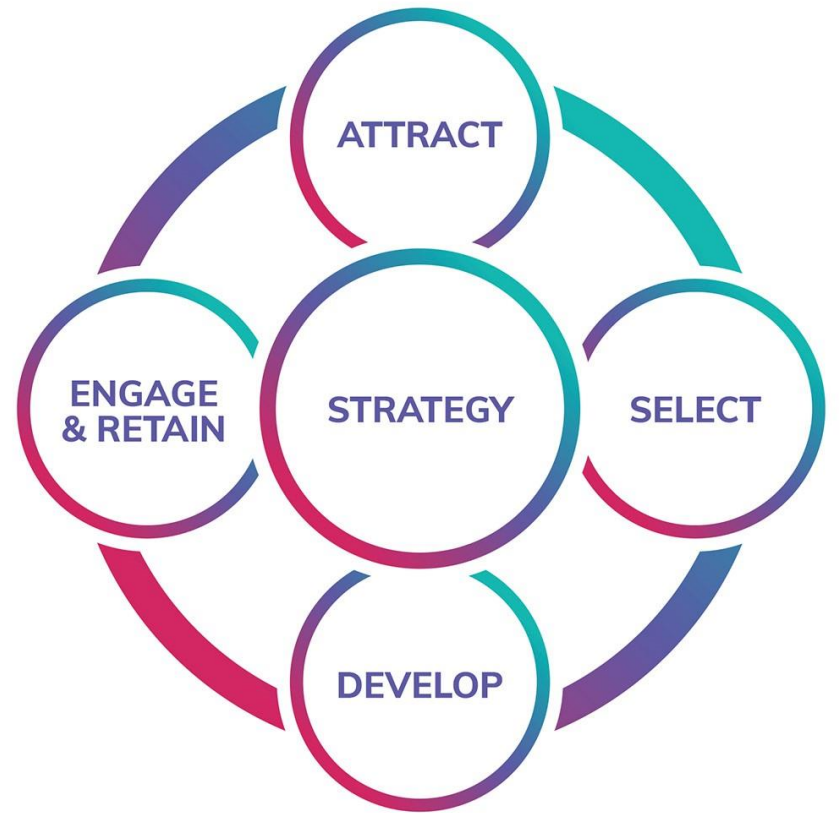


A New Dawn documentary

THE NAME OF THE GAME



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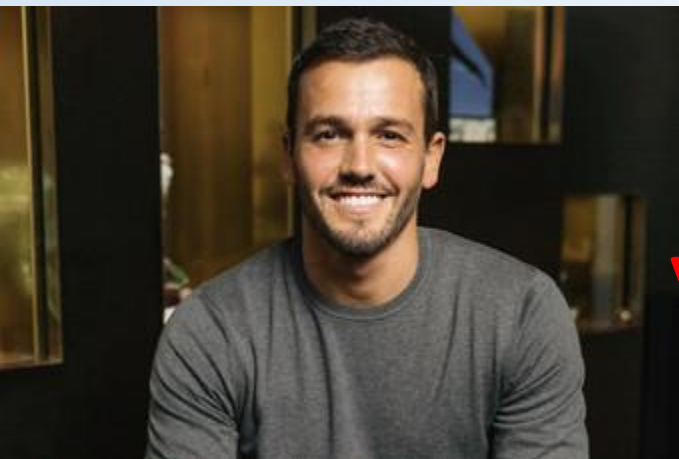


2. Employee Experience and Talent Atraction



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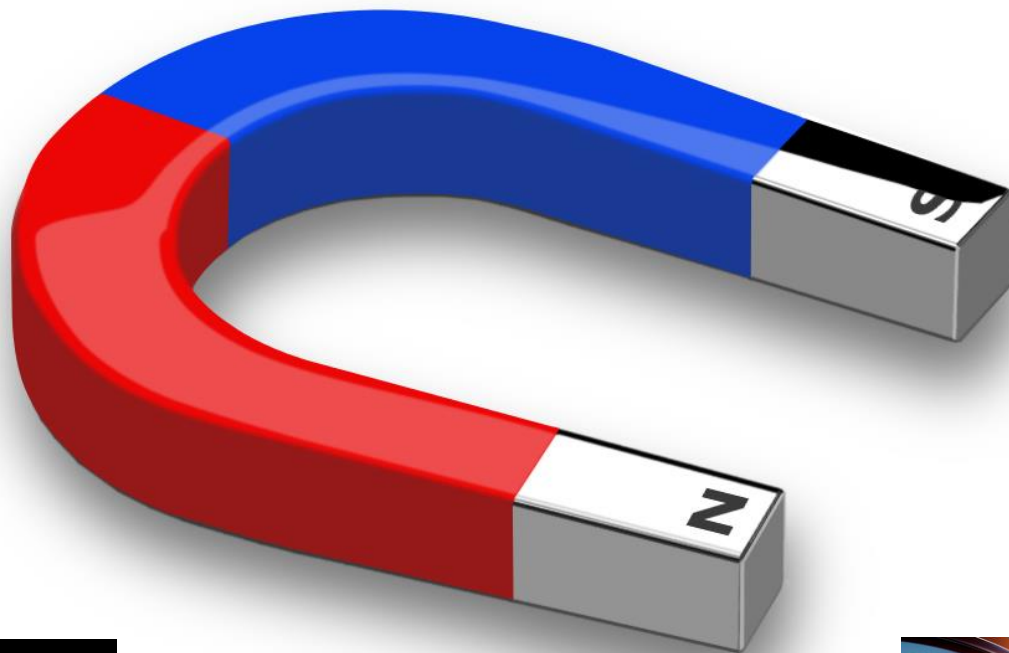
Pedro Teixeira

**How SEXY is
your company?**



Mariana Monteiro





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CONFERÊNCIA INTERNACIONAL APOC 2023
CENTRO DE CONGRESSOS DO ESTORIL
17 DE MAIO DE 2023



ALLISON+
PARTNERS

**BUILDING EXECUTIVE
VISIBILITY THE RIGHT
WAY**

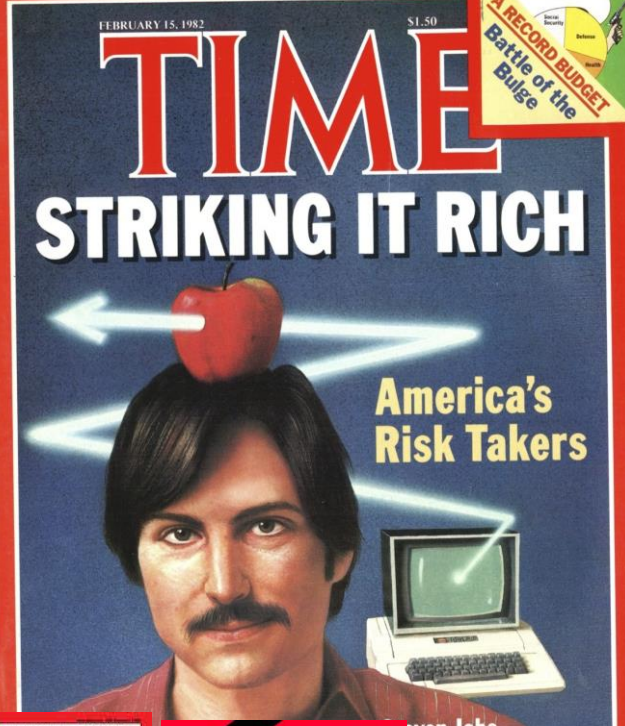
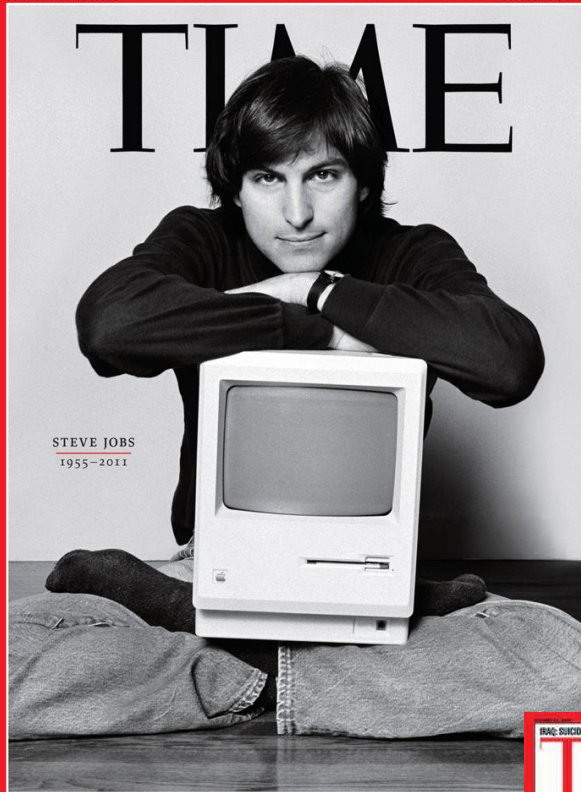


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CONTACT CENTERS INDUSTRY:
**ON THE ROAD
TO EXCELLENCE**

CONFERÊNCIA INTERNACIONAL APCC 2023
CENTRO DE CONGRESSOS DO ESTORIL
17 DE MAIO DE 2023





3. Employee Experience and Talent Retention



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Competitiveness: 42nd.
Reliance on profesional management: 66th.
Hiring and Firing practices: 117th.
Quality of Management Schhols: 31st.
Availability of latest technologies: 20th.
Pay & Performance: 65th.
Ability to atract talent: 64th.
Ability to retain talent: 62nd.



Are employees looking to provide more input to their boss or manager?



83%

Yes, I'd like to provide more input

17%

No, I would not like to provide more input

Are employees finding it difficult to be honest with their boss?



70%

Yes, I find it difficult

30%

No, I do not find it difficult

WANT TO BE A GOOD BOSS? DON'T TAKE CREDIT FOR YOUR EMPLOYEES' WORK

TOP 10 BAD BOSS BEHAVIORS

1

Takes credit for your work

17%

of respondents who said a boss had been the primary reason they had left a job quit because their boss took credit for their work

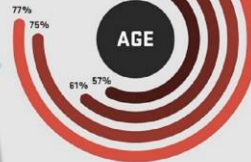
Older employees are more likely to find bosses who falsely take credit unacceptable

60+

45-59

30-34

18-29



2

Doesn't appear to trust or empower you

3

Doesn't appear to care if you're overworked

4

Doesn't appear to advocate for you when it comes to monetary compensation

5

Hires and/or promotes the wrong people

6

Doesn't back you up when there's a dispute between you and one of your company's clients

7

Doesn't provide proper direction on assignments/roles

8

Micromanages you and doesn't allow you the "freedom to work"

9

Focuses more on your weaknesses than your strengths

10

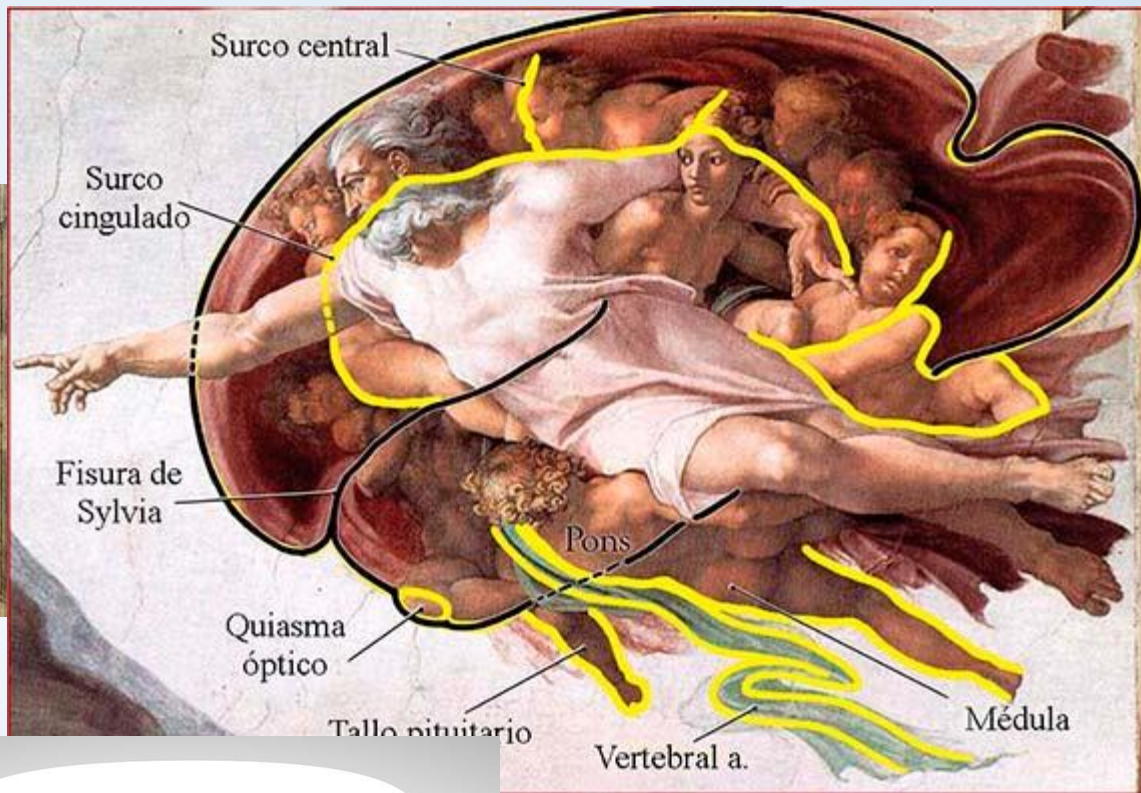
Doesn't set clear expectations



4. Employee Experience and Talent Development



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Carol
Dweck



4 COMPONENTS TO CULTIVATING A LEARNING CULTURE



1. ATTRACT
 & develop agile
 learners.



2. CREATE
 a psychologically
 safe environment.



3. ENCOURAGE
 better conversations
 & feedback.



4. PRIORITIZE
 learning throughout
 the organization.



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5. The Key is HAPPINESS



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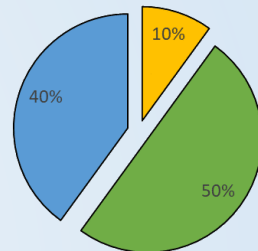
Adiós a los jefes,
bienvenidos
gefes (gestores
de felicidad)



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What Determines Happiness?



- determined by our genetics
- determined by our circumstances
- determined by our internal state of mind

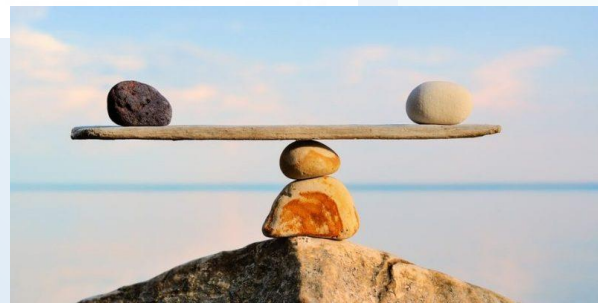




GLOBAL



FELICITA



**SUCCESS IS
NOT THE KEY TO
HAPPINESS.
HAPPINESS IS
THE KEY TO
SUCCESS**

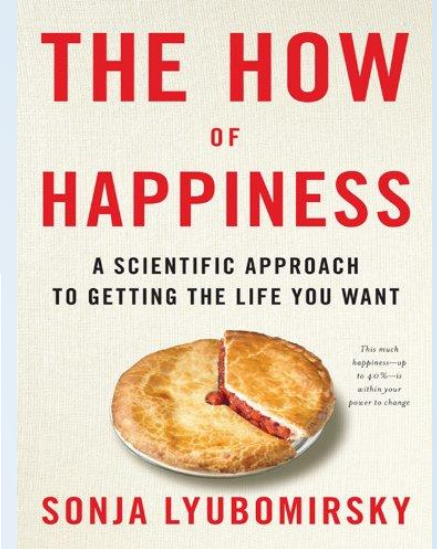


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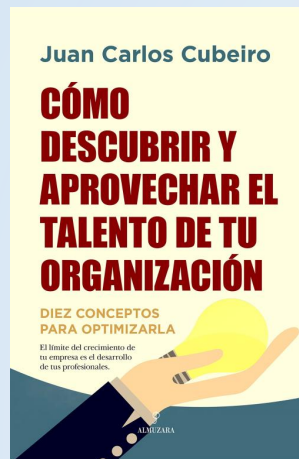
THE MYTHS OF HAPPINESS

What Should Make You Happy, but Doesn't
What Shouldn't Make You Happy, but Does









LinkedIn: Juan Carlos Cubeiro
Twitter; @juancarcubeiro
Instagram: juancarcube
Blog: Hablemos de Talento

