

Deep Employee Engagement/DEE

“Business has to give people enriching, rewarding lives ... or it’s simply not worth doing.”
—Richard Branson

“The role of the Director is to create a space where the actors and actresses can become more than they have ever been before, more than they’ve dreamed of being.”—Robert Altman

Deep Employee Engagement/DEE maximizes the quality of customer engagement.

DEE maximizes customer retention.

DEE turns “customers” into “fans.”

DEE makes it safe to take risks and make mistakes—which in turn generates and maximizes innovation at all levels of the organization.

DEE radically improves individual and organizational learning.

DEE underpins and spurs teamwork.

DEE reduces friction and enhances co-operation which dramatically improves all-important cross-functional communication and innovation associated therewith.

DEE improves the quality of joint ventures.

DEE enhances co-operation and communication which in turn increases productivity and quality.

DEE dramatically improves execution.

DEE is the best defense against the AI tsunami—and by and large makes AI a partner/ally rather than enemy.

DEE spurs humanization of everything—which is not copy-able by AI in the foreseeable future.

DEE reduces turnover and stabilizes the work force.

DEE makes it possible to recruit top talent.

DEE means top employees are far more likely to stay with the organization.

DEE improves the reputation of the company as viewed by all stakeholders.

DEE improves community relations.

DEE is a contribution to humanity.

DEE makes coming to work a pleasure—not a pain.

DEE is the only sane and honorable response to the forthcoming radical changes in the global workplace.

DEE makes it possible for leaders to look in the mirror without barfing.

DEE makes it possible for leaders to look in the mirror and smile.

DEE is hard to copy.

DEE is Competitive Advantage #1

DEE is the bedrock of EXCELLENCE. (No DEE, no excellence. That simple.)

DEE (bean counters take note) is a peerless/the best/sustainable profit-maximization tool.

DEE makes consistent wage and benefits growth possible.

DEE = \$\$\$\$ / Money (lots of) in the bank for one and all.