

## Extreme Employee Engagement/EEE/“E-cubed”

*“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

**Extreme Employee Engagement/EEE maximizes the quality of customer engagement.**

**EEE maximizes customer retention.**

**EEE turns “customers” into “fans.”**

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

**EEE radically improves individual and organizational learning.**

**EEE underpins and spurs teamwork.**

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

**EEE improves the quality of joint ventures.**

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

**EEE dramatically improves execution.**

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

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

**EEE reduces turnover and stabilizes the work force.**

**EEE makes it possible to recruit top talent.**

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

**EEE improves the reputation of the company as viewed by all stakeholders.**

**EEE improves community relations.**

**EEE is a contribution to humanity.**

**EEE makes coming to work a pleasure—not a pain.**

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

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

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

**EEE is hard to copy.**

**EEE is Competitive Advantage #1**

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

**EEE (beancounters take note) is a peerless/the best/sustainable profit-maximization tool.**

**EEE makes consistent wage and benefits growth possible.**

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