

EEE/“E-cubed”/Extreme Employee Engagement

“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 cooperation, which dramatically improves all-important cross-functional communication and innovation associated therewith.

EEE improves the quality of joint ventures.

EEE enhances cooperation 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 an 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.

In short: EEE has no peers when it comes to enterprise performance, getting ahead of the “AI tsunami”—and doing the right thing for our team members and their communities. (Which in turn means that when the manager-leader puts her or his head on the pillow at night, she/he can feel good about their contribution to their teammates’ lives—and thence to the world at large.)