



**Understanding & Leveraging the
XQ Factor of Your Employees**

Creating a "Culture of Winning"

SUCCESS IS PREDICTABLE

By Joe Keshmiri 8/4/2016

www.xqinnovation.com



Special Thanks



- BTA's entire team



- Brent Hoskins for doing a great job in planning and organizing the Capture the Magic event in Las Vegas.

AND

- All the BTA Members attending this presentation tonight



Thank You



Joe Escamilla @



Tony Sanchez @



Richard Van Dyke @



Presentation Outline



Part 1 – Joe Keshmiri

- Defining XQ Factor
- History of XQ Factor
- Components of XQ Factor
- The Benefits of XQ Factor
- Conclusion

Part 2 – Cyrus Kennedy

- Defining and understanding the Millennials
- Leveraging the XQ Factor for the Millennials
- Using the XQ Factor to Optimize Productivity - Multi-Generational and Multi-Cultural
- The Benefits of XQ Factor for the Millennials
- Conclusion



Roughly **60 %** of
expenses are
PAYROLL related



Good News



- 2013 Global Gross Domestic Products : **\$60 Trillion**
- 2016 Forecasted GDP: **\$73.4 Trillion**
- 2034 Forecasted GDP : **\$200 Trillion**



Net Gain from 2013 to 2034:
\$140 Trillion

Gallup



What is \$200 Trillion?



A trillion is equal to a thousand billions

(1,000 x 1,000,000,000)

or

a million millions **(1,000,000 x 1,000,000).**

\$200 Trillion = \$200,000,000,000,000



Major Challenge for Businesses



Employee Engagement & Loss of Productivity

- In 2013, Employee disengagement in the US was at an all-time high of **70%**

Loss of \$450 Billion to \$550 Billion Annually

- Globally, a staggering **87%** of employees are disengaged.
- From **2013 to 2015**, American companies spent over **\$1.5 Billion** on Employee Engagement, but it resulted in only **2%** improvement

Gallup



Top 9 Employee-Related Challenges



1.80% - Do not understand the impact of EMPLOYEE SATISFACTION on BOTTOM LINE

2.75% - Believe Positive Office morale leads to better Employee Engagement

3.70% - Leadership/employee communication is weak

4.65% - Poor Resource Allocation

5.60% - Difficulty hiring quality staff

6.60% - Poor orientation for new staff

7.55% - Poor training

8.45% - Report High cost of loss of expertise when employees leave

9.45% - Report High cost of employee turnover

Source: Target Training International



Time Magazine Article - June 22, 2015

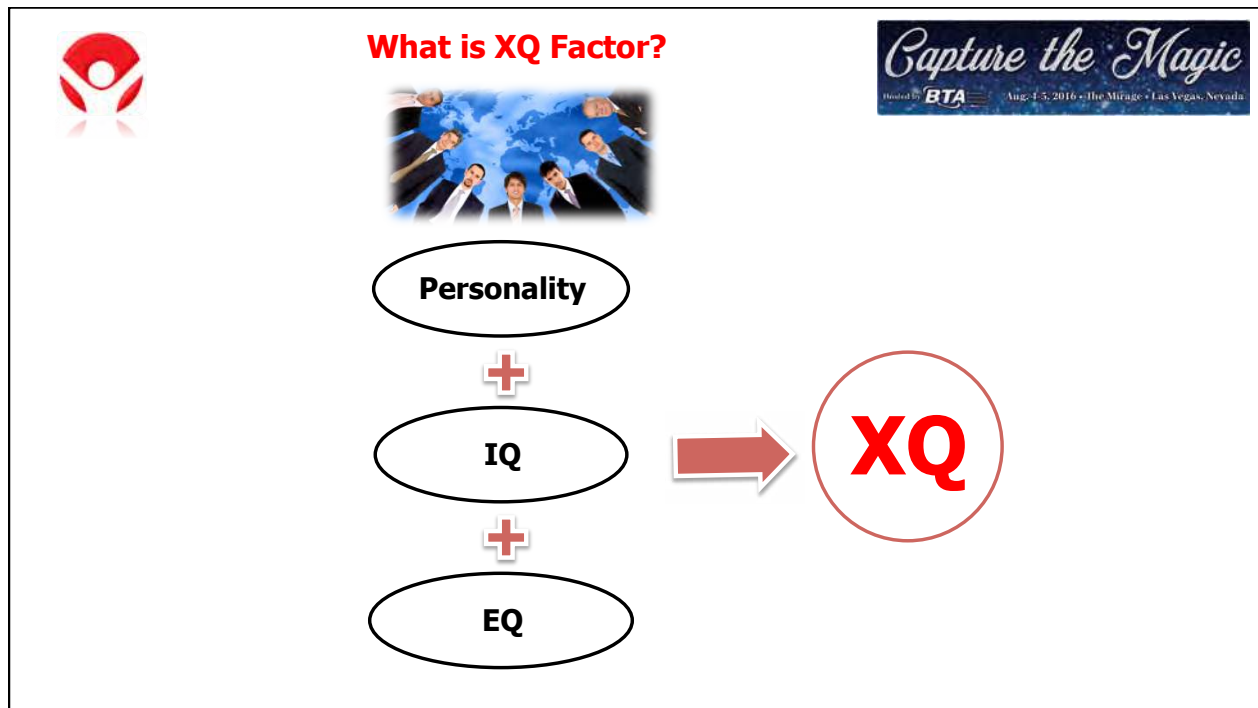

"How High is Your XQ? Your next Job Might depend On It"

Since then, XQ has become the new buzzword to appear alongside well-known scientific terms:

IQ (Intelligence Quotient)


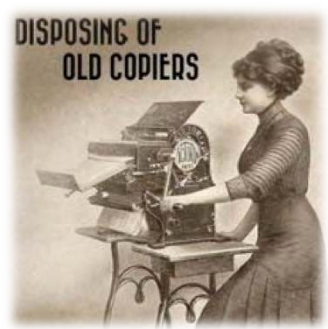
EQ (Emotional Intelligence)



IQ

- **IQ is the measure of one's capacity to learn**
- **Has been around since 1905**
- ***IQ was used as a predictor of success***



- By the **1960s** there were problems predicting performance on **IQ** alone
- Researchers uncovered certain **personality types** that seemed a better indicator of success



Competency



Early **1970's** research concluded:

- **People with average IQs were outperforming those with high IQ**

& determined that:

- Testing for **competency** was better than testing for **IQ** and **personality traits**





Emotional Intelligence



EQ

1995 - Discovery of **emotional intelligence** was identified as the **critical factor for high performance and success**

Fun Fact:
This configuration could cost more than a condominium in Orange County, CA in 1995



Recent research from **Dr. Travis Bradberry**, the author of **Emotional Intelligence 2.0** reveals that:

- **EQ is "the single biggest predictor of performance in the workplace"**
- **EQ is the strongest driver of: Leadership & Personal excellence**
- **People with high EQ outperform low to mid EQ 2 to 1**

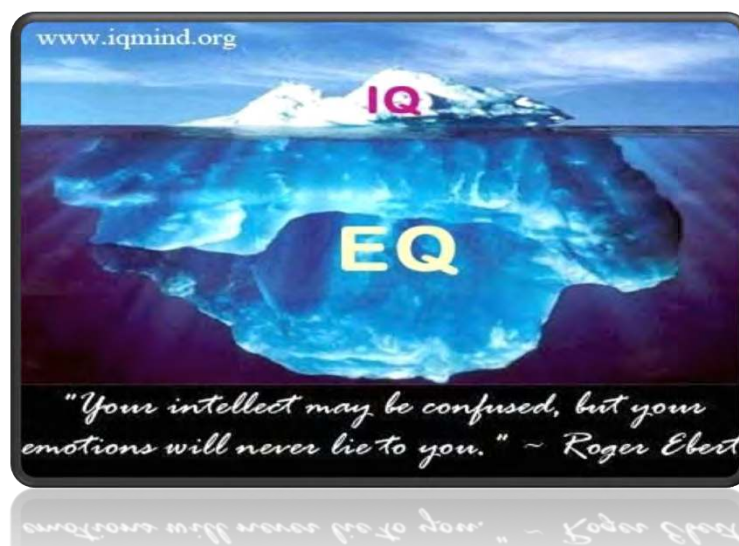




The physical source of emotional intelligence is communication between our

"rational brain" located in the frontal lobe & the **"emotional"** brain, located in the back, just above the spinal cord, in an area known as the limbic system.

Dr. Travis Bradberry





The **Emotional Brain** can receive information up to **300** times faster than the **Rational Brain**

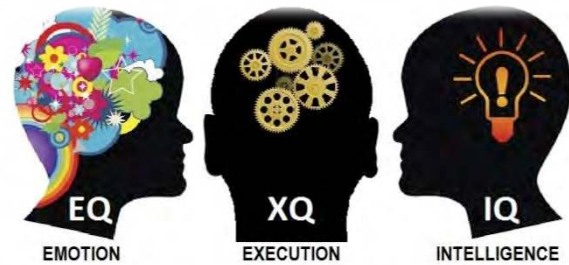


IQ v. EQ



IQ is stable over a lifetime and does not change

Emotional Intelligence can change and be improved



The Leadership Quotient



Emotional Intelligence is divided into two segments:

Intrapersonal emotional intelligence

Relationship with self

Interpersonal emotional intelligence

Relationship with others



Source: Target Training International



**Intrapersonal Emotional Intelligence
Relationship with Self**



Self-Awareness allows you to recognize your moods, emotions, and drives and how they effect others

Self-Regulation

- is your ability to control or redirect your disruptive impulses and moods.
- It gives you time to think before acting

Motivation is a passion to work for reasons that go **beyond money** or **status** and a tendency to pursue your goals with energy and persistence



Source: Target Training International



Interpersonal Emotional Intelligence Relationship with Others



Empathy is your ability to understand the emotional makeup of other people

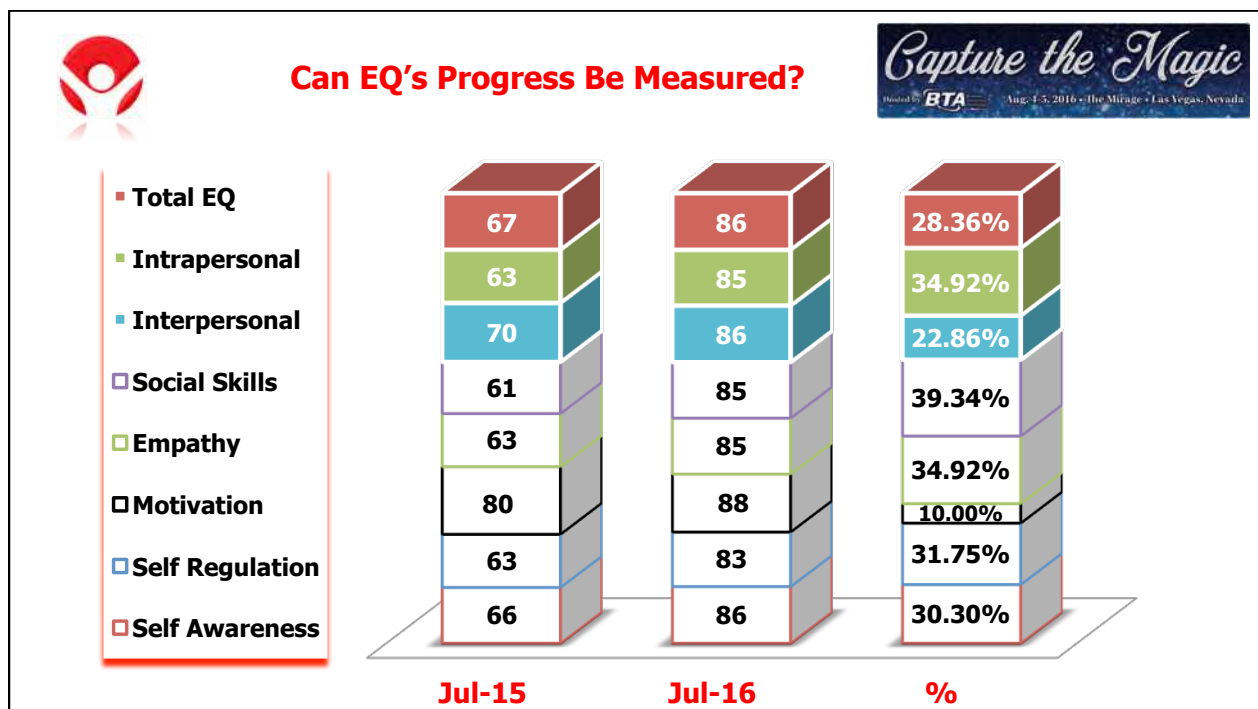
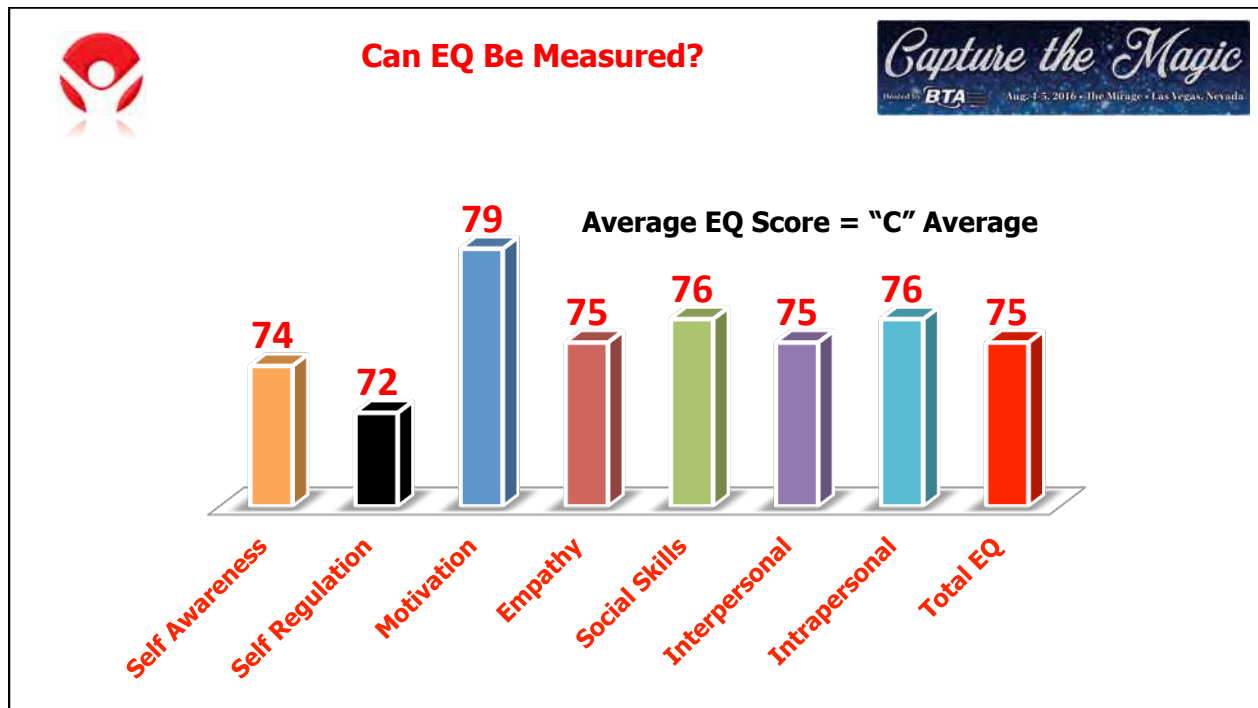
Social Skills is a proficiency in managing relationships and building networks

Source: Target Training International



5 Pillars of EQ







Office Technology & Innovation



Office Technology & Innovation



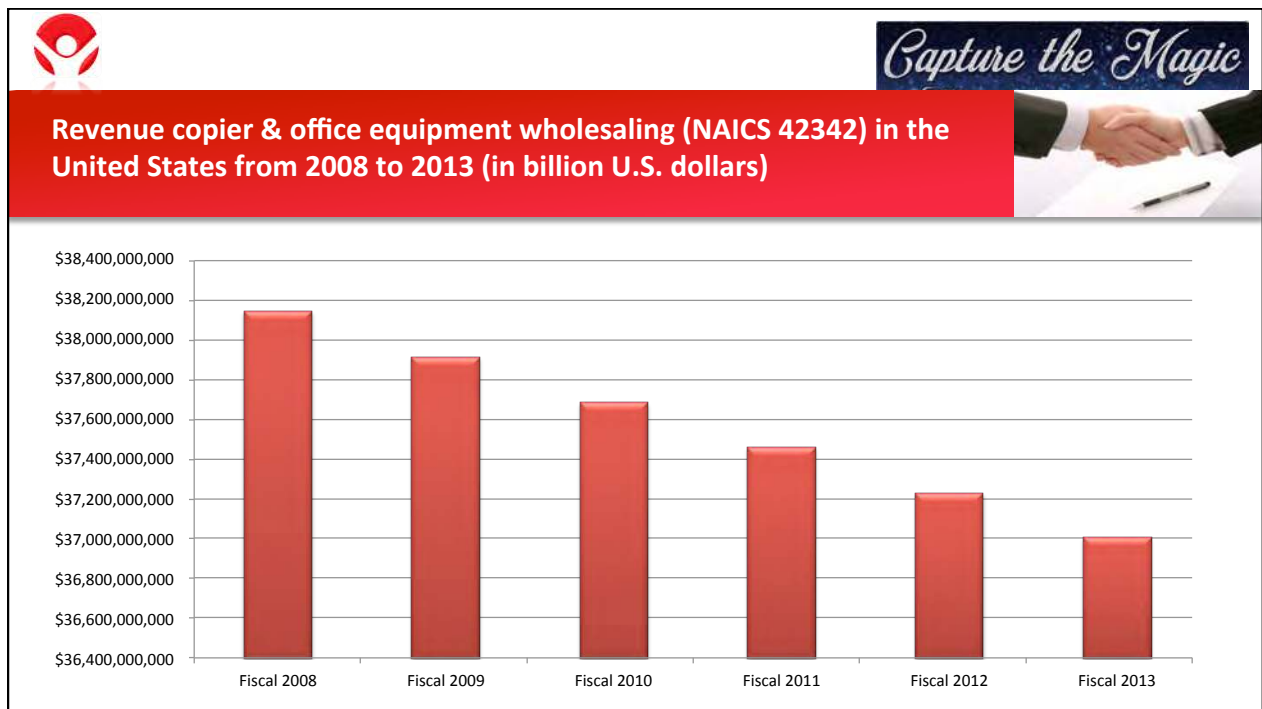
"Don't knock it.
The copier hasn't broken in a month."

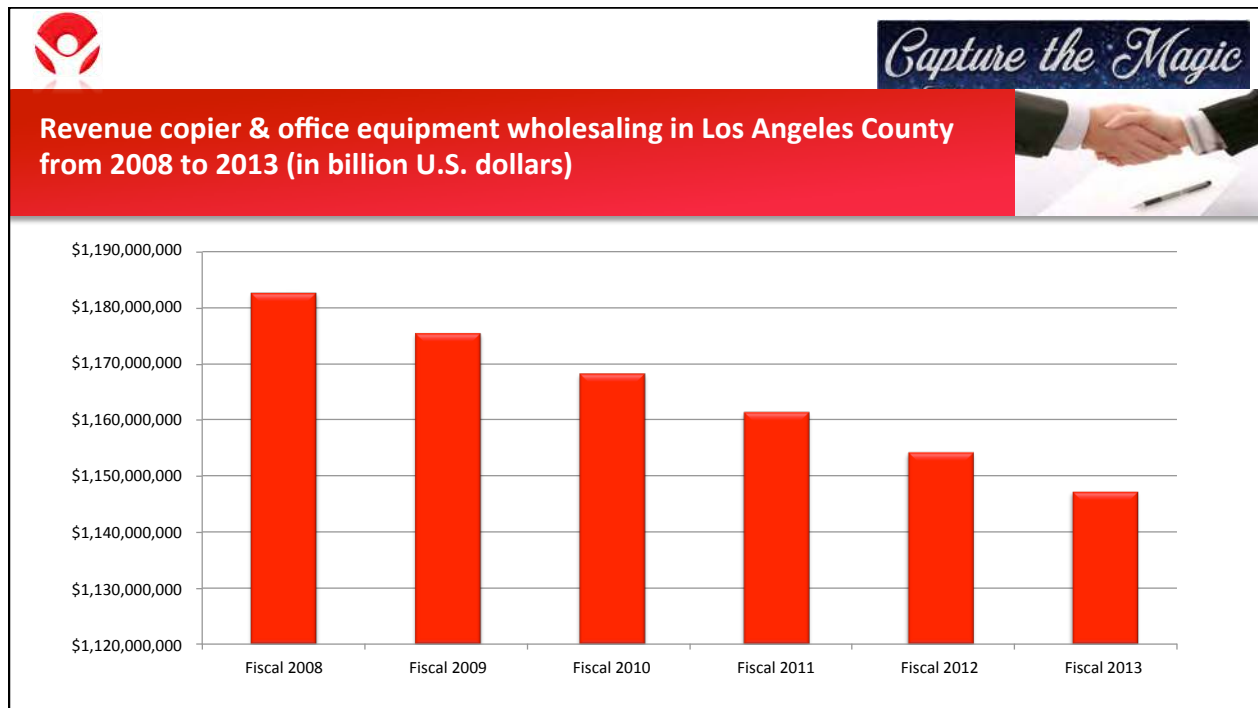


"Is taking an axe to the
copier going
overboard?"

"-nah"

someecards
100% CARDS





The Main Components For Sustained Success

Innovation

People-Based Technology System = RTMM

- R**ecruitment
- T**raining
- M**otivating
- M**aintaining

Technology & The Integration of People-Based Technology



Recruitment



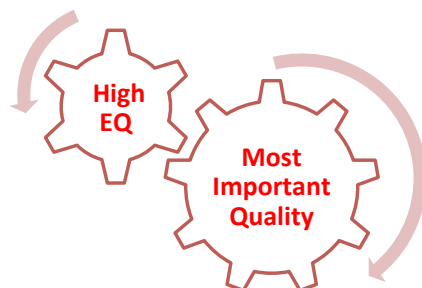
- **Predictive Analytics** prior to hiring
(How and Why a candidate could behave and perform in a new job)
- Scientifically identifying a good "FIT"
- Knowing what to look for in candidates
- **Culture of success attracts "Winners"**



Recruitment



Sales Managers play a major role in a overall success of a market-driven organization and should be able to juggle many balls





Training



One of the biggest
factors that lead to
employee
disengagement



When they stop
Learning
&
Growing
(Need for on-going
training)



Motivating



A systematic
XQ Factor
benchmarking
process



Results in
up to **92%**
Retention and
productivity 12
months later!

Source: Target Training International



Maintaining



Employee Turnover

- **About 1 in 3 high performers** leave due to compensation (Create P-P-P Plan)
- **Direct supervisor - 66% of employees would forego a substantial raise in favor of seeing their boss get fired**
- **The average cost of turnover per employee is over \$125,000.00**



XQ Factor Sciences



Altogether, there are 23 XQ Factor Sciences including:

- TriMetrix DNA – Job Competencies
- TriMetrix EQ
- Motivators
- Behaviors
- SQ - Stress Quotient
- IQ
- EQ
- DNA

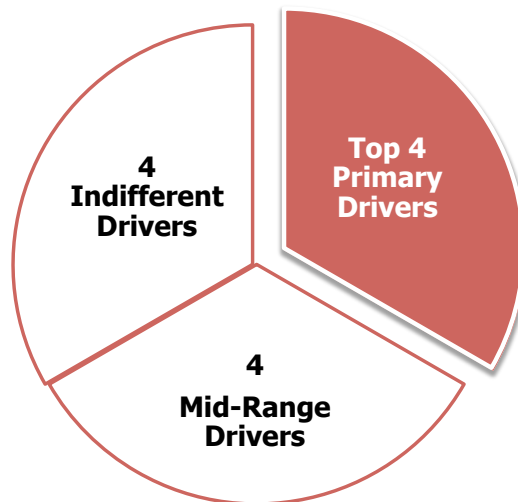
Source: Target Training International



Motivators or "WHY we do things" – 12 Drivers



**Example:
Not all people
are motivated
by \$\$\$**



Source: Target Training International



TriMetrix® DNA



Combines Behaviors, Motivators, and DNA/Competencies

- It reveals and describe the **how, why and what** of superior performance.

Source: Target Training International



SQ – Stress Quotient



It identifies job-related stress levels of:

- **Individuals**
- **Teams**
- **Divisions**
- **Corporate**

Example: Japan's new Stress Law – Research results

Source: Target Training International



TriMetrix® EQ



Scientifically reveals the potential for success

- **TriMetrix® EQ**
- **Behaviors**
- **Motivators**
- **Emotional intelligence**

Source: Target Training International



BTA
**A Long Heritage of Innovation &
 "Big Personalities"**



- **"Personality" & "Innovation"** have been the big differentiators of the **Business Technology industry**
- Business Technology attracted and developed **big personalities** - **"Culture of Winning"**
- **"Can do"** and **"Will do"** attitude were the basis of rapid growth and success
- There were inspirational leaders such as **Mr. Mitarai** of **Canon**
- The foundation for **"CULTURE of WINNING"** is **"The XQ factor"**



Discover Your company's "XQ Factor"

Knowledge Is Power

&

SUCCESS IS PREDICTABLE



THANK YOU

Now

**Cyrus Kennedy – Millennials' XQ
Factor**



How To Recruit + Motivate + Retain Millennial “All Stars”

By: Cyrus Kennedy
“The Oldest Millennial”



Icons of Entrepreneurship

Martha Stewart Unloads on Millennials: Here's What She Said (and Why)

Are you under 35? This Baby Boomer says your generation lacks initiative and lives with its parents. Here's why.



BY BILL MURPHY JR., Executive editor, *TheMid.com*, and founder, *ProGhostsriters.com* [@BillMurphy Jr](#)





“People are **NOT** your most important asset.
The **RIGHT** people are.”



- Jim Collins

Source: Target Training International



What is a Millennial?

- Born between 1982 and early 2000's
- This isn't set in stone however – demographers range from 1978 to 1985
- In the past, they were called “Gen-Y” – not anymore



Source: Target Training International



What is a Millennial? (cont.)

- We are now bigger than baby boomers!
- There are 76 million **baby boomers** – 72% are white
- There are 87 million **millennials** – only 56% are white
- We are the biggest generation in U.S. history



Source: Target Training International



Boomers Vs. Millennials



Baby Boomers

Authority: Confident in self, not authority
Reward: Prestigious title, corner office
Parents: They were controlling
Having Kids: Children are planned
Family Life: Indulged as children
Education: Freedom of expression
Politics: Attack oppression
The Big Question: "What does it mean?"

Millennials

Authority: Don't trust individuals (Boss)
Reward: Meaningful work
Parents: Parents are intruding, hovering
Having Kids: More important than career
Family Life: Protected as children
Education: Need structure and accountability
Politics: They crave community
The Big Question: "How do we build it?"

Source: Young Money



Why Should We Care?...

We're losing
\$\$\$\$\$\$\$\$\$\$

- Two-thirds of Millennials express a desire to leave their job
- What's 9-5? They measure productivity by output, not # of hours
- 88% of Millennials reported wanting a "fun and social" workplace
- Result: **7 out of 10 can't stand their job**



Source: Target Training International



Impact on Companies





Today's Generations

**So How Did
This All
Happen?**

	Approx. Year Born	Age in 2012
GI Generation	1901-1924	88-111
Silent Generation	1925-1946	66-87
Baby Boomers	1946-1964	48-65
Generation X	1965-1979	33-47
Millennials	1980-1999	13-32
Generation Z	2000-present	12 and under

Source: Target Training International



Events That Shaped Millennials

- September 11th attacks
- Great recession of 2008
- Abuses of power by large corporations after recession
- Global instability and constant fear portrayed by media



Source: Target Training International



What Makes Us Different?

The Good...

- Millennials more tolerant of diversity (47% vs. 19%)
- Much better at multitasking
- Most tech savvy generation
- All about efficiency



Source: US Chamber Foundation



What Makes Us Different?

- Lower emotional intelligence than previous generations
- They question everything – “Cold calling is dead”



The Bad...

- “Click and buy” generation
- Tough to know – not expressive
- Tough to motivate – hidden motivators

Source: Express Pro's



How Can We Use The “XQ” Factor?

- Using “XQ” Factor is similar to a doctor running tests
- If we want “All Star” millennials, we should first know the following:
 - Behaviors
 - Motivators
 - Emotional Intelligence
 - DNA – Developed Skills



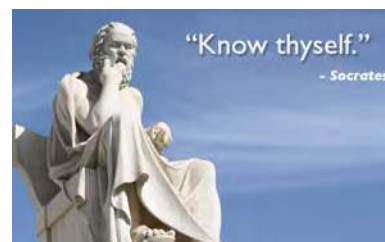
Source: Express Pro's



More Ways To Use “XQ” Factor

- Behavioral adaptations
- Stress level
- Self-awareness

Bottom Line: using XQ assessments helps you to get **Millennials** on your side, and work hard for your organization!



Source: Express Pro's



Mentorship

- Perhaps more than any other generation, Millennials **NEED** Mentorship
- Servant Leadership
- Master - Apprentice



Source: Express Pro's



The Biggest Challenge

- Inter-generational communication
- High **IQ** + Low **EQ** = Disaster
- Need common language to bridge 3 generations



Source: Express Pro's



The Solution

Millennial-focused RTMM:

1. Assess before hire
2. Incorporate Millennial training program
3. Understand what motivates
4. Ongoing assessments and progress reports



Source: Express Pro's



In Conclusion

Millennials are here to stay

**EPO – Employee Performance
Optimization**

Let's make it WIN-WIN

Source: Express Pro's