

# 2009

Quantum Common  
Wealth

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# [WEALTHY EMPLOYEES, WEALTHY COMPANIES]

The potential for creating perpetual wealth resides within the everyday actions of each employee. By managing employee wealth, we make a direct, bottom line impact on the wealth creating and wealth preserving potential of organizations, corporations and nations. Beyond 'feel good' vague statements, this document contains an exact process for creating employee value and trading on employee wealth.



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# Wealth Creating Employees

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*Your employees are priceless – unfortunately no one knows how much, yet*

*Are your employees creating value you're missing?*

As a business owner or executive, you may feel your employees are doing a lot to help your company grow, producing effort beyond their regular job duties. One of the challenges is how to understand and encourage more of that behavior, so that it happens regularly and so employees appreciate their value and contribution to everyone's success. After all, a healthy, growing company means work stability for everyone you employ or manage.

*"Our Product Engineer saved our company from bankruptcy – he re-engineered a product and stopped a major client from switching to our competition."*

*Tom S. – Owner, biomed company*

As leaders, we continually challenge ourselves to do more for our team and for our customers. Unfortunately, we can fall short of doing everything we wish for to make everyone successful. The cause of this unfortunate circumstance is not because of the economy, even if we're facing the challenges of pending layoffs.

Nor is it because we're bad leaders and managers. Actually, we're doing the best we can with the management tools we've been given. Leadership today is laboring under outmoded systems and tools from an industrial era. Our approaches to create inspiration and employee worth are in conflict with systems designed to keep employees attached to manufacturing equipment. We have advanced technology, processes, and information access, but not the tools of leadership.

For example, an 8 hour shift schedule was important for manufacturing employees, because if they were not where they needed to be on the production line, at the exact time they needed to be there, production stopped. It's not that way in any professional office today, yet we still have the management tool of an 8 hour shift. **As new millennium leaders, it's time to ask ourselves 'what tools do we need to quit using, and what new tools do we need to create to lead us into the next age of productivity?'**

*"Our payroll clerk saved us thousands of dollars in potential fines and fees. She caught a software glitch in garnishments during a major software upgrade. I'm so grateful."*

*Ronald P. –CFO, manufacturing company*

### ***The End Of Do More With Less***

As leaders, we would like to do more for our customers, our employees and our communities. When the tension between the drive for efficiency versus growth meets head-on, the resulting ‘snap-back’ can catch us in a bind we didn’t expect and were unable to plan for. It’s challenging to remember the intention was to do good for everyone when the economy contracts around us, leaving us a strange emotional mixture of frustration and hopeful resignation.

If you’ve felt like this as a leader, it can be compounded when your team and employees look to you for solutions, comfort and guidance right at the point when you seem to be fresh out of the very energy and enthusiasm you know is needed most. In times like these, we may feel it’s all we can do to keep our spirits up, let alone keep everyone else working toward the same goal.

Which leads us to an important revelation; **Why do employees look to leaders for answers in times of crisis? Why don't employees look to each other to provide the very answers they seek?** After all, we’re relying on employees to be productive, why don’t we as leaders expect them to provide for company growth?

Common wisdom in leadership schools says company growth is the responsibility of the leaders. **The truth is, the growth of the company is directly tied to employees, it's never been the domain of the leader. We haven't recognized it so we haven't built tools and processes to understand, encourage and develop employee centered company growth.**

Imagine for a moment... How can “ABC Manufacturing Company”, managed in traditional, top down management style, ever compete with “Quantum Leap Custom Manufacturing Consortium”, where each employee is directly rewarded based on the amount of revenue growth they create for the common good of the company? How can one CEO/Owner ever compete with over 150 employees, each of them together outperforming in all areas of growth?

Which company would you rather lead?

### ***Growth Starts With The Leader – Do More With More***

It might seem impossible to us as leaders, because it calls into question our very purpose. If we’re not supposed to direct the work of others, then what exactly are we supposed to do? It can cause us to call

into question and find fault with every suggestion for improvement and each change we didn't develop ourselves. Unfortunately, these feelings are a normal part of growth. Unfortunate because companies in Japan and elsewhere are being self-managed right now by consensus and collaboration instead of command and control. Unfortunate **because by not struggling with ourselves to grow as leaders, we don't allow our companies to grow.** This self-conflict and tension creates the very condition we wish to avoid, a downturn in our own personal economy, our own personal wealth.

### **Plant shutdowns are no one's friend.**

Once we commit to a path of growth, we commit to it for ourselves, our employees, our company and our community, as well as our competition. Think of it... if you could triple your bottom line in one year or less, would it be ok if your competitor at least doubled their bottom line as well? Of course. But how do we ever create that pace of rapid growth, especially if we're not a 'growth industry'?

*"When our parts manager averted a 6 - 8 week plant shutdown by calling our competition and got them to send us a critical part in 24 hours, he saved us over 2 Million in shutdown costs on propane alone! I couldn't believe it!"*

*Benjamin S. -Plant Manager*

### **Value Starts With Your Employees**

Working with employees means working directly with the value and wealth of your company. As leaders we know this, however, we are too often at a loss for how exactly to convert employee value into economic value. The point we miss: personal worth IS economic value. As mentioned before, not recognizing this truth means we have not developed adequate tools to identify and recognize that value, until now.

Once we accept that everyone has the potential to create value in the workplace, beyond just doing their job, we can move to measuring and achieving a huge value return, for our companies, our customers, our employees and our communities. **By creating valuable employees, we lead them to create a valuable company.** Employees do this by creating valuable customers.

The imperative for doing this is clear. By *not* recognizing

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value creating employees, we establish and follow the program of never-ending market cycle downturns. **After all, every upturn has a downturn. By not effectively leading our employees to own success, we default to allowing failure to own us** and own our companies. In crop farming however, growth knows no downturn - you're either growing (expanding) or harvesting (dying). There are no downturns.

Downturns are an unacceptable situation for today's modern leader, because now it's easier to show employees how to be valuable than it is to 'hire valuable employees'. **We already have the most valuable workers available to us, we just need to show them how valuable they are.** Once we do, they will continue to provide their incredible value to the customer each and every day. **As leaders, our mission is to teach employees to not just work, but to lead.** Employees will lead prospects to become customers and lead customers to become loyal fans.

### *New Tools, New Value*

**The biggest problem with managing employees is we don't know how to manage their value.** We manage their time, their output, their productivity, but never manage their value. This is why we've haven't developed tools to measure, manage and maximize the real value employees bring to an organization.

*The biggest problem with managing employees is we don't know how to manage their value.*

The first tool to help employees understand their true value is to ask them what problems they successfully dealt with (See "Accomplishments Creator"). Ask them to focus on the problem their customer or their team experienced, instead of problems they personally dealt with. Ask them about obstacles they overcame for others.

Next, help them define the actions they took to resolve the problem. This will allow them to understand the repeatable processes they developed. Then, ask them to define the benefit for their customer. This process allows them to verbalize and admit their value to themselves and to their customers.

Now that they understand their value, employees actually become valuable. More accurately, they start to repeat high value actions because they have been recognized for that value. Recognized by others but also *recognized by themselves*. Perhaps the best part of the process is **the employee can finally admit to themselves just how valuable they are.** This does wonders for their self esteem but it also ensures they continue to provide the value for which they have been recognized.

The other tool helps them communicate their value to others. By helping employees identify who they serve, and what those people struggle with, we help our team take the focus off themselves and focus on the needs of others. This becomes the self-measurement of their own sense of self-worth. Once they have done this process, **employees define their worth based on feedback from their customer instead of a performance review.** This takes self-management to a new level, and allows leaders to focus on what's really important, managing the future.

These tools give us an unprecedented opportunity. We can create value before our company is in crisis. **There's no reason we can't create employee wealth before we face a layoff.** Imagine people knowing how valuable they are to the company. They will perform that valuable skill more often. So they ask for

more money, so what? They are activated!! They are growing your company... how much would you pay a consultant to do that? Why not pay the people who have a commitment to your success instead?

### ***Valuable Employees, What Could Be Better?***

Unfortunately, having our employees discover their value without providing them a way to capitalize on it is a long term recipe for failure. It leads to long term frustration because their ability to create wealth is denied. Value is different than wealth. Value is the potential for exchange, wealth is the context of the exchange. Once employees have something of value, by trading it, they have a process for creating wealth.

Ever heard of “The One Red Paperclip” project? A young man trades his way to a house in 14 trades, starting with just a paperclip. That’s right. A paperclip. You can watch the ABC 20/20 story on youtube <http://www.youtube.com/watch?v=BE8b02EdZvw>.

If it’s possible to trade a paperclip into a house, what can we do as leaders to trade on employee value to create wealth? Notice in the story that quote by Alice Cooper; Kyle was making sure that there was a win in it for everyone. When we as leaders ensure there’s a win for everyone, then everyone wins. Imagine it, a way for our employees to trade their way to wealth, while doing good and enriching their company and their community. This allows the company to sustain itself for future generations of employees, customers and leaders.

As leaders, let’s not stop at value when we can create real, sustainable wealth.

### ***A Context of Wealth***

The most unfortunate situation is that our very business organization works against us. Modern business today is based on some very old agreements and some very old misunderstandings of the process of creating wealth.

*“We call our Business Analyst the ‘60 Million Dollar Woman’ because that’s how much new business her new systems allowed us to create.”*

*Mark T. –Stock Broker, boutique investment firm*

What is a context exactly? Perhaps this working definition will serve us best “It’s what allows us to define our expectations, behaviors, roles and emotions”. For example, we know how to behave at church, at a football game, a golf game and at work. But for fun, what would happen if we all behaved like we were at a football game at church, or a golf game? Imagine it for a second... everyone cheering for the pastor or the organist. Or perhaps everyone loudly cheering their favorite golfer. Now we can see that the context sets our expectations, behavior, roles and emotions.

### ***The Context Of Today’s Business Is Poverty***

The modern context of business is based on a premise of “owners take all the risk, therefore

should get all the rewards". While no one can argue with this, because it's generally true, this business context works against the very nature of wealth, which is trading. Consider that in business no sale or trade is ever made *unless* it's of value to everyone in the exchange. Everyone has to get something or there's no deal. **A great business is one that understands the importance of being valuable to their prospects.** The question is, **why aren't employees being given the same opportunity to profit from providing value to their employer?**

In today's modern business climate, if we're totally honest with ourselves, we can admit that the context for employee-employer relationships is not about value, it's about exchanging skills and hours for dollars. There's nothing wrong with this, except we should not confuse this for value or wealth. One manager put it best "I worked just hard enough so they wouldn't fire me, and they paid me just enough so I wouldn't leave". **This relationship context minimizes effort and reward for everyone instead of maximizing it.** Just like we are expected to behave quietly in a church, golf game or library, employees are expected to produce the most skills and time and destroy real value and wealth.

For employees, the context of business is hierarchy. This hierarchy tells them how to behave, what to expect, and how to react for everything. And the 'best' part; hierarchy is consistent from one business to the next. Hierarchy even dictates how we as leaders are expected to respond and relate to our employees.

**Business hierarchy as a context is very democratic, because it creates poverty for all.**

- Poverty for employees who don't receive a path to wealth unless they become owners and take risks they can't afford.
- Poverty for owners, because they are cheated by a system that rewards employees who destroy the chance at wealth.
- Poverty for customers who are cheated out of a company that truly cares about them as individuals.

*A great business is one that understands the importance of being valuable to their prospects.*

*Why aren't employees being given the same opportunity to profit from providing value to their employer?*

This context of hierarchy limits freedom and choice, but it provides something extremely valuable in return – stability. One of the worst things to have in a business you're leading is unpredictability. Unpredictability limits action because you can't reproduce success or avoid failure. This is why the context of hierarchy is critical and must be kept intact for today's modern enterprise.

**But stability is not wealth - wealth is growth.** Stability is preservation of wealth, provided you already have wealth to preserve. Employees in today's modern business have no such wealth and as such, have no opportunities for growing the wealth of the business. **The context of trading creates wealth because it creates growth.** To re-create the context of business is the challenge for today's savvy business leader.

Practical examples abound in the red box quotes throughout this document. What they tell us is about managers and leaders who have lucked upon some very valuable employees. The truth is, it's not luck. We have these same employees at our workplace, but we haven't given them an outlet, an ability to captivate and capitalize on their fundamental value.

## **A Context For Wealth**

By adopting a new context and framework, that of an internal free market, we can achieve a coexistence of stability and growth, and our employees can happily participate in the process because they have much to gain by doing so.

How to start is the question. The answer is quite simple. Start from where you are. This does not require any system, method or process, although having a system will make it happen faster, better and with higher quality results of course. Contact us at the email address below and we'll gladly refer you to partners who have created these systems.

To get started today, simply start using the email templates provided (see attached) you and your team can help employees' trade value and create wealth. And you can be a full participant in the exchange. All that is required is to identify what the company wants most - say 5 more clients for example - and what your employees would consider a valuable trade. Perhaps they would appreciate an extra 4 weeks of paid vacation, or perhaps a week in a tropical paradise for their family, airfare included. That cost is minimal compared to the cost of a yellow pages ad for a year. Or an expensive newspaper ad.

This same tool becomes the process for employees to trade to wealth. If they don't personally want the exchange of 30 days vacation, they can trade it for something they do value and want. Perhaps they can trade it for day care expenses or to provide for much needed elective surgery for a family member.

Once you've helped your employees discover their value, you can now provide a way for them to capitalize on it, for the benefit of themselves, their co-workers, their company and their customers. Now they are creating wealth and value, which means they are now personally invested in the success of their marketplace, their company.

**This creates the outcome we've desired ever since we accepted personal responsibility for leadership, a true win-win.**

## ***A New Next Step***

What makes this all work is leadership. Your leadership. Employees are looking to us for direction. Let's help them discover their value. Use these tools in one-to-one interviews and group sessions and help your employees move the focus from skills and tasks and help them understand the value of serving others and receive direct benefit for doing so.

## ***More Information***

If you would like to use any information in this document, please email Alan Hill at [alanhill@srkinc.com](mailto:alanhill@srkinc.com) or (612) 819-1803.

*"When our team lead saved us over \$20,000 in engineering costs and increased our productivity by 200%, I was amazed and thankful."*

*Tom A. -Silk Screen Printer*

# Accomplishments Creator

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*Create compelling stories to get you promoted in today's job market.*

*Use this tool to create compelling accomplishment statements for your networking, resume and interviews.*

*Tell the entire PAR message in interviews, only use the Result and Skill section for resumes.*



*Example:*

**Problem:** "Part failure caused a manufacturing plant to risk a 6 week shutdown"

**Action:** "I called the competition and had them send me a reserve part"

**Result:** "Saved \$2 Million in plant shutdown and cut downtime from 6 weeks to 24 hours"

**Skills:** "Negotiation, Responsibility, Ownership, Creativity, Problem Solving"

**Resume statement:** "Saved \$2 Million and averted a 6 week plant shutdown through problem solving and negotiation skills"

# Amazing Introductions

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*Quickly connect with your audience through an attention-grabbing introduction*

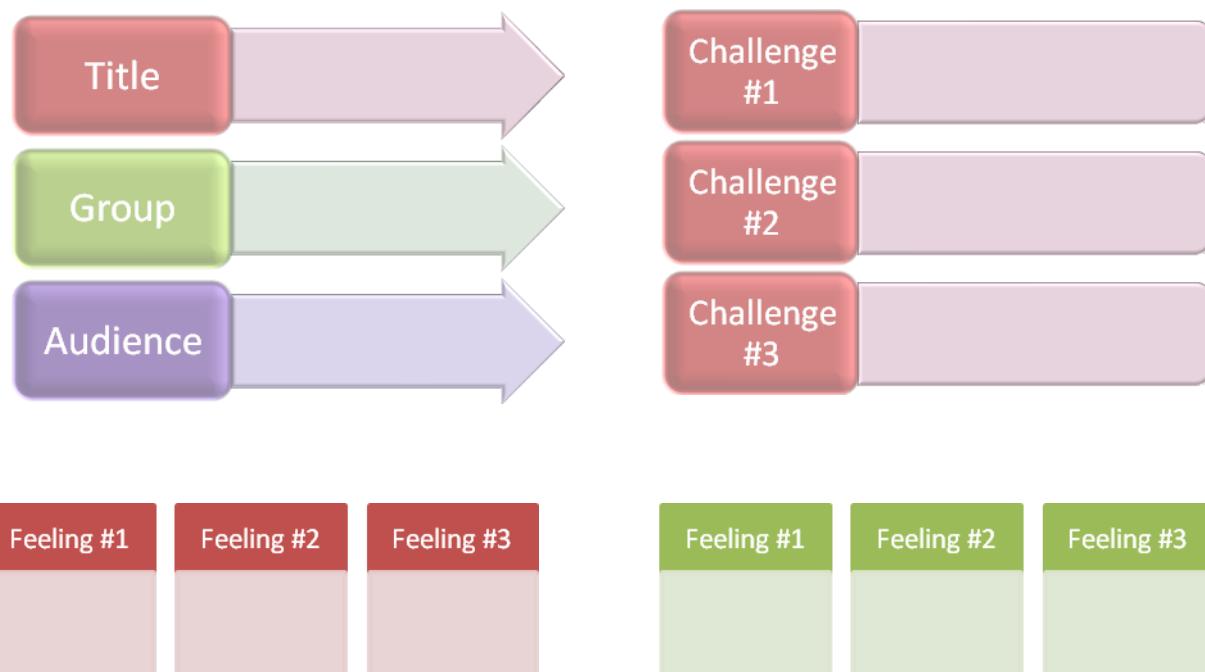
**“Hi, Who are you, what do you do?”**

A common first question often asked at networking events or if you’re asked to present at a workshop or seminar. How you answer this question determines if you make an impact or leave them feeling flat.

You can create instant interest and command attention by simply using the right words to connect with your audience. Best of all this short, quick process can be continually tested and refined until you get the positive responses you want.

## *Process*

1. Who do you serve? – Are they Job seekers? Managers? HR professionals?
2. What is their challenge or need? – A job? Productivity increases? Validation from CEO’s?
3. List 3 negative feelings about the situation before they listen to you: Afraid? Apprehensive? Hesitant?
4. List 3 positive feelings about the situation after they listen to you: Confident? Purposeful? Assured?
5. Put these into statement formulas



### *Statement formulas*

- I help (**Title**) dealing with (**challenge**) move from (**negative feeling**) to (**Positive Feeling**).
- I help (**group**) feel (**positive feeling**) about (**challenge**) and (**challenge**), is that of interest to you today?
- I show (**audience**) how to transform their (**challenge**) to create (**positive feeling**).

### *Statement Examples:*

- I help job seekers use the Internet to transform their job search from apprehensive to confident.
- I show job seekers to use the Internet and create online career confidence.
- My career is helping Operations managers make confident and purposeful decisions about LEAN manufacturing. Would you like to be confident in your LEAN thinking? Great let's get started.

# Template and Examples

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**Instructions:** Complete this email template and send it out to your marketplace. Remember others may be able to provide what you want because they have varied experience, contacts and backgrounds beyond just what they do at work.

## **Template**

I am seeking (need or task) for (your project, department or function).

The benefits include (benefit of the need when solved)

I am offering your choice of (offer one), (offer two), or (offer three) if you are interested.

OPTIONAL PARAGRAPH:

I estimate it will take about (# hours) of (task) time.

Special requirements are (special requirements if applicable).

Please pass this along to (contacts) you know who may be interested.

I can be reached at (phone) or (email).

Thanks

(name)

(title)

## **Project Manager Example**

I am seeking web programming help with my Customer Intranet project.

This will allow our customers to place orders 24/7, anytime day, even holidays.

I estimate it will take about 40 hours of programming time.

I am offering your choice of Pizza party for your team, lunch with the CEO, or plane tickets to Aruba if you are interested.

Special requirements are html, Java and .Net experience.

Please pass this along to other employees you know who may be interested.

I can be reached at (612) 488-8888 or joe.bloggs@anycomp.com.

Thanks

Joe Bloggs

Web project manager

## ***Marketing Manager / Department Lead Example***

I am seeking ideas on the best television ad for our new jewelry line.

The best idea will tell consumers about our line and increase store traffic at least 30%.

I am offering your choice of free website setup, leftover promotional ball cap and polo shirt or Slayer concert tickets if you are interested.

You must be able to explain why this ad will work and cite successful examples for other retail shops.

Please pass this along to friends or marketing experts you know who may be interested.

I can be reached at (phone) or (email).

Thanks

Mary M. Kerter

Marketing Manager

## ***Operations Manager / Team Lead Example***

I am seeking experts on space layout for our assembly line.

We're doing this to maximize productivity and minimize floor space.

I am offering your choice of my management training workbooks, the opportunity to come to our stand up meeting or free copies of Infocom's Zork trilogy if you are interested.

I estimate it will take about 4 hours of design and 40 hours of implementation time.

Please pass this along to industry experts you know who may be interested.

I can be reached at (phone) or (email).

Thanks

Marcus Welby

Operations Manager