



*Inspiring Leaders  
+ Engaged Employees  
= Passion, Productivity  
and Profits!*



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## DOES THIS SOUND FAMILIAR?

- Employee Turnover
- Dissatisfied Employees
- Difficult to find/retain qualified insurance professionals
- Too much time on the day to day operations putting out fires
- Poor Communication

## DID YOU KNOW?

- The average **cost** to the organization of having a **disengaged employee** is **\$16,000** per year!
- **5% increase in customer loyalty can increase profits from 25% to 85%.**
- **85% of engaged employees** agree that they have grown in their ability to **positively affect their company's customers while only 19% of disengaged employees do.**
- Your insurance customers' **primary motivation for renewal** with you is the quality of



## Inspiring Trust through Authentic Communication to Create Enthusiastic and Empowered Workplaces

### LET US GUIDE YOU THROUGH THREE STEPS TO EMPLOYEE ENGAGEMENT!

#### 1. Discover your Mission Statement ("Unique Contribution") and Core Values ("Company Passions")

Are you passionate about your role in the business? As an owner or leader do you remember why you started your business? If you are not excited about your work it is almost impossible to be that inspiring leader.

#### 2. Discover your Employees Core Passions

Now that you have identified your Unique Contribution and

Core Passions for you and your company or team, it's time to determine what your employees are looking for in both their lives and their careers.

#### 3. Create your Plan

Take your Company Passions and integrate them with your Employee Work Passions and develop a plan.

#### Engaged Employees have been shown to...

- Have a strong, positive effect on customer engagement
- Be more likely to find creative ways to solve problems and suggest ways to improve management or business processes
- Be more likely to be open to

new ideas and innovations from management

- More likely to respond positively from ideas and suggestion from their coworkers
- Have a stronger tendency to create a friendly, more inviting work environment

#### WHAT'S THAT MEAN TO YOU?

- Less Stress
- More time to spend with your key contacts—clients, insurers
- Higher Profitability
- Better quality of work life

#### CONTACT US TODAY!

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### Heather Cournoyer, CCIB, CIP, CPBTF

With over 35 years' experience as an employee, manager and then business owner, she has inspired and mentored numerous associates and employees. After selling her most recent brokerage business, Heather concentrated on developing Majix Consulting - Her focus; Inspiring individuals and corporations to be their best. Heather's enthusiasm, sense of humor and commitment comes through when she speaks.

She has lectured for insurance courses, spoken at many events and was a contributing author for the Canadian Accredited Insurance Brokers course.

As a business owner, one usually doesn't have the time to research current trends, develop an understanding of human nature, successful communication techniques and more. Heather is constantly monitoring trends, researching and working with her

clients to provide guidance. She has combined her extensive insurance business background and experience with tools learned from ASAP Engagement. (Advanced Solutions for Activating Passionate Engagement). In addition she has studied the work of Steven M. Covey, Greg Habstritt, Jim Collins, Brendan Burchard, John Maxwell, Robert Cialdini, Ph. D. , Dr. Daniel Amen and many others.