



**The Importance Of Employees Being Heard...
Success Stories & Quotes From Great Minds**

By

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Hello I'm Riley Moore, CEO of RM4Tech. I have noticed the importance of listening to your employees, and the lack of it in most industries. Even though most employees are not heard, the best entrepreneurs and businessmen understand the innate value of their experience. Listening to the ideas of your employees has been acknowledged as something important by the best minds in business. I have read the importance of this over and over, yet it is clear not enough employees are heard. You see it on television with shows such as CBS's *Undercover Boss*. Each episode has some employee's hands-on knowledge making an impact on the whole organization. Because of this I have compiled stories and quotes from some of the biggest names and companies in the business world in hopes that it will inspire others to listen to their employees and find ways for them to be heard.

The following pages feature stories or quotes from industry leaders and some analysis of them. At the end is a solution to this critical issue that plagues organizations worldwide. I hope you all enjoy, and I would love to hear any input you may have.

Feel free to email me at Riley@RM4Tech.com or find me on LinkedIn at <https://www.linkedin.com/in/rileyrm4tech/> or Twitter @Riley_RM4Tech. Happy Reading!

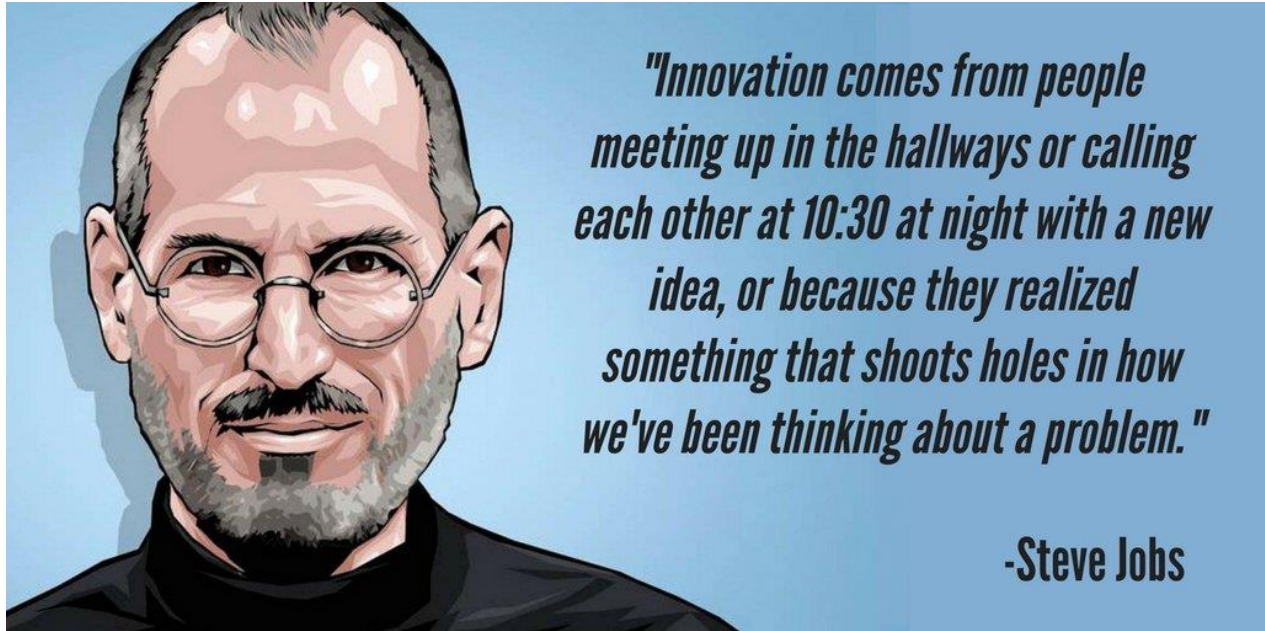
Clients do not come first.
Employees come first.
If you take care of your
employees, they will take
care of the clients.

- Richard Branson



Sir Richard Branson, sixty-seven-year-old serial entrepreneur and founder of Virgin knows what it takes to succeed in business. He has proven this in multiple industries; Virgin Records, Virgin Airlines, Virgin Mobile, and even Virgin Galactic. Throughout this array of industries, he has succeeded in keeping his employees in mind.

Branson is stating that your employees are what drive your organization. Without motivated and engaged employees, an organization will never have sustained success. This success is rooted in company culture, innovation, and engagement. Clients may appear as the ultimate concern, but without properly motivated employees and avenues for engagement and innovation, the organization may not even have clients. Employee success is everything!



Steve Jobs, founder of Apple, knew innovation and success more than most people in business. In 2007 he was voted "The Most Powerful Person in Business" by Fortune Magazine. Without the mind of Steve Jobs and the employees of Apple, there would be no personal computers, smart phones, or tablets.

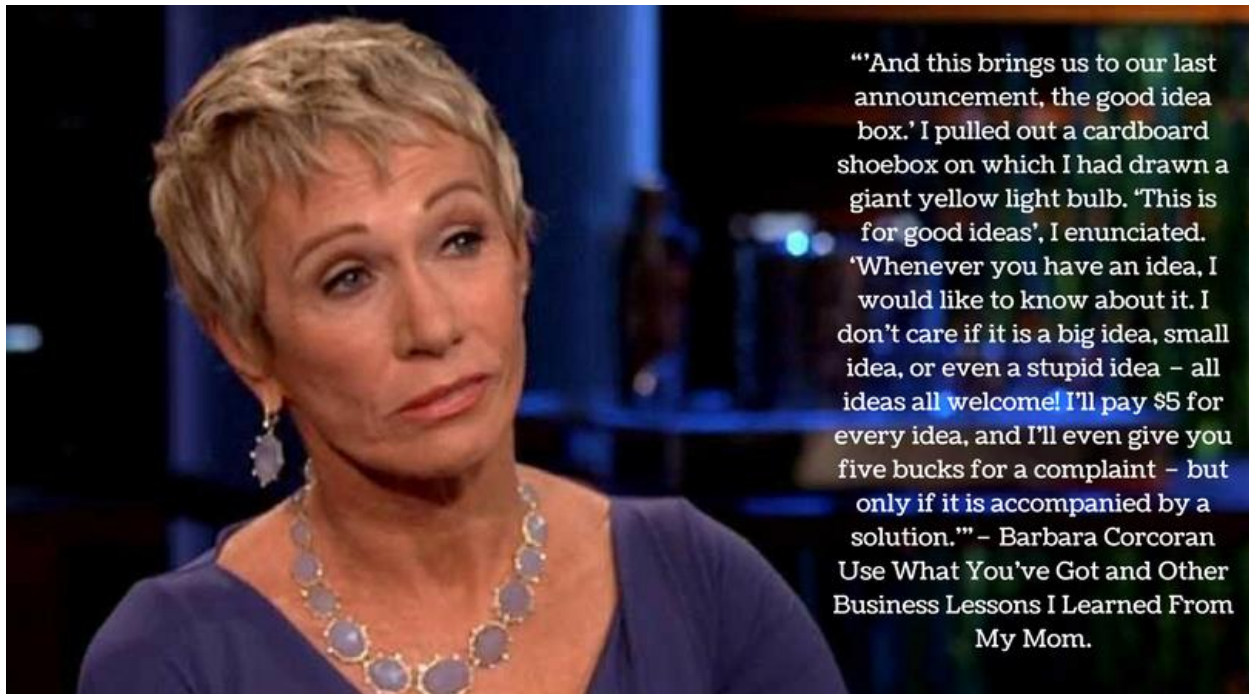
Apple has made a difference in all our lives. They have impacted the world with more innovation than any other company in the last one hundred years. Steve Jobs knew where this innovation came from. It came from employees of the organization at different times and in different places. He also knew that your employees experience and ideas are what drive innovation for an organization.

Whenever an organization can capture and implement ideas from their employees it should be looked at as an organizational success. It drives engagement, job-satisfaction, and innovation. The importance of what Jobs is saying should be heeded. As such, an organization and their decision-makers should make it easy for their employees to share ideas.



Vince Lombardi, legendary Green Bay Packers coach, knew what it took to win. So much so the National Football League (NFL) Super Bowl trophy is named after him! Winning in sports, like Lombardi did, is like winning in business. At the end of the day a sports team is an organization and Lombardi knew what it took to lead a successful organization.

Lombardi understood that it is the collective effort of everyone throughout the organization that drives the overall success. While some roles may appear more important than others, ensuring every employee can achieve their goals is vital. If an organization's high-level roles are put in a position to succeed, every other role should be given the same opportunity. Ultimately, employees want to be heard and directly contribute to the mission of the organization. If the decision-makers in the organization want to be successful they should make sure there are ways for their employees to communicate and engage with one another and with leadership to achieve the same result.



Barbara Corcoran is best known for being a Shark on ABC’s Shark Tank. Along with becoming a celebrity on television, she has had great success with past business endeavors as well as current Shark Tank businesses investments. In 2001 she sold her business, NRT Incorporated, for \$66 million. To date she has invested in more than twenty businesses.

In Corcoran’s book *Use What You’ve Got and Other Business Lessons I Learned From My Mom* she brought up her use of a suggestion box, or as she called it “The Good Idea Box”. This box was intended for good ideas, but overall, she just wanted to encourage her employees to think. If the idea had some form of a solution no matter how crazy or negative she rewarded it.

Barbara understood the value in listening to your employees as well as the potential innovation that could come from their suggestions. No matter the size of your organization, the ability to be heard and suggest new ideas needs to be available for all employees

or you could be missing out. Ideas and suggestions that come from the hard work and hands-on knowledge of employees can make monumental differences for an organization.

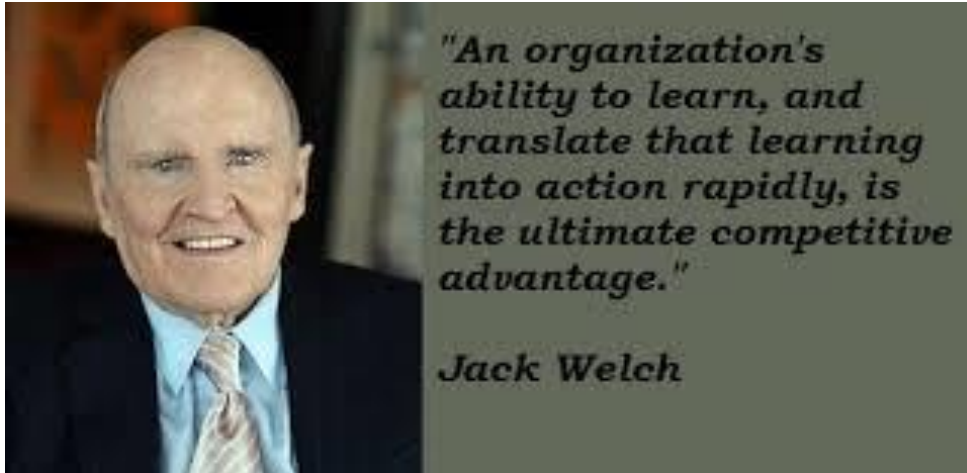


"Amazon Prime, the company's two-day shipping service, has converted one-time shoppers into Amazon addicts who buy almost everything from the e-retailer. Amazon has software engineer Charlie Ward to thank for that. Ward suggested the idea of a free shipping service through a suggestion box feature on Amazon's internal website. Another employee came up with the "Prime" name and other Amazon executives, including CEO Jeff Bezos, hatched the idea of the free two-day shipping offer. A challenge the team came across was selecting an annual fee for the free shipping service. No one knew how many customers would join or if Prime would make a difference in their purchasing habits. The team ultimately chose \$79 mostly because it's a prime number. After customers became Prime members, they spent as much as 150% more at Amazon. Subscription members ordered more often and, after paying the (then) \$79 fee, they started buying things at Amazon that they probably wouldn't have in the past."

At one-point Amazon.com was known for selling books. Now most people know Amazon.com for their subscription-driven free two-day shipping, music streaming, video streaming, and much more called Amazon Prime. It is a membership many people cannot live without and has turned Amazon into one of the most valuable organizations in the world. This success would not be without an employee suggestion.

Amazon Prime was first implemented in 2005. Amazon had implemented a virtual suggestion box for their employees. They encouraged employees to leave good suggestions. A software developer by the name of Charlie Ward left the suggestion that would eventually turn into what we know as Amazon Prime. Ward came up with the idea for free shipping on product orders. After he came up with this idea CEO Jeff Bezos and other Amazon decision-makers concluded that a free two-day shipping service was the right idea. Once customers subscribed to Amazon Prime, the amount they spent on average increased by about 150%.

The success of Amazon Prime is a clear example of what can happen if you create avenues to access the suggestions of your employees. Sometimes it is hard to find the proper channels to ensure every employee in your organization can be heard. A virtual suggestion box can enable innovation if done right. Who knows what your employees will come up with to improve your organization.



Jack Welch was CEO of General Electric for twenty years. His success with GE was monumental. He was crowned “Manager of the Century” by Fortune Magazine. After GE, he founded the Jack Welch Management Institute and has trained over thirty-five of the current top CEOs. Welch has left a legacy. He formulated the concept of a boundaryless company. A boundaryless company encouraged removing traditional barriers of business to find great ideas anywhere within the organization, and then spread them across the organization. This concept was no doubt proven successful during his time at General Electric. Under his leadership, he increased their market value from \$12 billion dollars to \$280 billion dollars.

Welch’s agenda was focused on rapid learning. Opening communication was necessary for this rapid learning. He realized that if an organization wanted to have an advantage in their market, they must learn and translate what is learned quickly. Understanding that made him an iconic manager.

The employees of an organization spend their lives working and thinking about a product or service. This time and knowledge is Welch’s competitive advantage. An organization can create the

opportunity to make learning and communicating ideas easy following the lessons of Welch's management. Encourage collaboration, communication, learning, and sharing ideas. If an organization does this well they stay ahead of the competition.



"LES PAYNE IS ON VIRGIN AUSTRALIA'S ENGINEERING AND MAINTENANCE STAFF. HE KEEPS AN EYE ON ALL ASPECTS OF GROUND SAFETY, INCLUDING THE WOODEN CHOCKS USED TO HOLD PLANE WHEELS IN PLACE WHEN THEY ARE PARKED AT THE GATE. ABOUT FIVE YEARS AGO, HE NOTICED THAT IN HEAVY RAIN THE CHOCKS DID NOT STAY IN PLACE, AND THAT THIS EQUIPMENT ALSO WORE OUT QUICKLY. LES AND HIS COLLEAGUE IAN SCOTT DECIDED TO REDESIGN THE CHOCKS. THEY SOON HIT ON A MORE DURABLE AND ENVIRONMENTALLY FRIENDLY MATERIAL: PLASTIC THAT HAD BEEN RECYCLED LOCALLY. THE PRICE WOULD BE THE SAME AS THE TRADITIONAL WOODEN ONES, BUT THE CHOCKS WOULD LAST AT LEAST SIX TIMES LONGER. LISTEN CAREFULLY TO EMPLOYEES, FOLLOW UP ON ALL PROBLEMS, ACT ON THE BEST SUGGESTIONS AND CELEBRATE OTHERS' CREATIVE MILESTONES AND INTRAPRENEURIAL ACHIEVEMENTS." – RICHARD BRANSON LIKE A VIRGIN SECRETS THEY WON'T TEACH YOU AT BUSINESS SCHOOL.

Richard Branson brought up the story of Les Payne in his book *Like A Virgin Secrets They Won't Teach You At Business School*. Virgin is known for being innovative and employee friendly in multiple industries. Les Payne is a prime example of that. He worked for Virgin Australia, Branson's Australian airline.

Les Payne was an engineer and maintenance guy. He was responsible for monitoring ground safety. When noticing the wooden chocks that hold the plane wheels not staying in place and wearing out quickly, he saw a place for innovation. He teamed up with another employee, Ian Scott, and made a better chock that was more durable and environmentally friendly. The chock was made of recycled plastic at the same cost as the original wood ones. The chocks also lasted six times longer. Without Branson being open to employee suggestions and innovation, Payne would have never been able to implement such an important change.

Not just hearing, but understanding employees is crucial. Working to figure out the problems and acting on the best suggestions is part of what has brought Virgin success in so many industries. Finding ways for employees in an organization to be heard, suggest ideas, implementing the good ideas, and incentivizing this process opens up the opportunity for big changes in the organization and in the lives of its employees.



These stories and quotes all share one common element. Employees are not only needed to do their specific jobs within an organization, but every employee can bring more value to the organization if enabled properly. Sharing their suggestions, hands-on knowledge, and innovative ideas is invaluable. Successful business leaders in various industries have made this clear.

At RM4Tech we noticed the lack of an easy to use and affordable method for this valuable resource. We created DirectSuggest. DirectSuggest is the suggestion box reimaged. With DirectSuggest an organization can connect their decision makers directly with their employees. Employees are given the ability to make suggestions with the assurance that they arrive where needed. Instead of using an old-fashioned suggestion box, DirectSuggest is a structured, on-line system to effectively and properly receive and delegate suggestions. This system can be used with ease on the web or any mobile device!

Here is how DirectSuggest works. An employee has a good suggestion that they think will make a difference to their organization. They log onto DirectSuggest on their computer, phone, or tablet to leave a suggestion. The employee enters a meaningful subject, selects a department or category that has been created by the organization,

and leaves a descriptive suggestion. They submit the suggestion and see it as a new suggestion on their list of suggestions. It is now automatically in the hands of the organization's delegated DirectSuggest Gatekeeper.

Gatekeepers are the employees in the organization responsible for overseeing suggestions in DirectSuggest. They are assigned based on a specific region or location combined with a specific department or category. The appropriate Gatekeeper will find the suggestion made by the employee in their list of suggestions to review. Think of this role like that of a triage doctor. Once the Gatekeeper opens the suggestion they have a few options. The Gatekeeper can reply to the suggestion author in DirectSuggest which will send a message to the staff member's email address. The Gatekeeper can forward a good suggestion to the proper decision-maker ensuring the suggestion is not lost in the system. Lastly, a Gatekeeper can archive a suggestion.

This process can be utilized in your organization quickly and easily. Subscribe and create an account for your organization. The account subscriber will be considered the initial Administrator for your organization in DirectSuggest. The Administrator can easily be changed from the account subscriber to another person in your organization. You can also set DirectSuggest up to have multiple Administrators. The Administrator adds specific Regions or Locations of their organization. He will add or import specific Departments or Categories. He will then either add or import the employees of the organization with their employee ID, name, email address, and assigned location or region. The Administrator will assign the proper

Gatekeepers to their specific Region / Location as well as the proper Department / Category.

Our goal at RM4Tech with DirectSuggest is to create an affordable and easy way for every employee to have a voice, share their suggestions, and make big differences in their organization. DirectSuggest provides instructions and video tutorials for every step of the process. DirectSuggest has tiered pricing and is NO MORE than fifty cents per employee per month. Direct Suggest is FREE for all organizations with fifty or fewer employees. This is a great value for organizations of all kinds. I have provided a pricing chart below.

Minimum Employees	Maximum Employees	Rate Per-Person	Monthly Max Charge
0	50	\$0.00	\$0.00
51	99	\$0.50	\$45.00
100	249	\$0.45	\$100.00
250	499	\$0.40	\$175.00
500	999	\$0.35	\$300.00
1,000	2,499	\$0.30	\$625.00
2,500	4,999	\$0.25	\$1,000.00
5,000	9,999	\$0.20	\$1,500.00
10,000	19,999	\$0.15	\$2,000.00
20,000	> 20,000	\$0.10	\$2,500.00

Below I have compiled more resources about employee involvement and engagement beyond DirectSuggest. Thank you so much for reading, I hope you email or connect with me, I would love to hear input of any kind. Your input is invaluable!

<https://www.DirectSuggest.com>

RESOURCES

<https://directsuggest.com/>

<https://play.google.com/store/apps/details?id=com.rm4tech.suggestion&hl=en>

<https://itunes.apple.com/us/app/directsuggest/id1286923778?mt=8>

<https://youtu.be/S58MqFDuWJw>

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<https://toyotaproductionsystemus.wordpress.com/2014/04/18/creating-a-suggestion-system-as-part-of-a-continuous-improvement-initiative/>

<https://www.slideshare.net/AntoniusPompiBramono/employee-suggestion-system>

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<https://medium.com/lhbs-collection/10-genius-examples-of-how-to-encourage-employee-innovation-8794d2bec5ad>

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<http://www.sharkalytics.com/investor/bcorcoran>

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<http://jackwelch.strayer.edu/about/jack-welch>

http://espn.go.com/nfl/story/_/page/greatestcoach1/greatest-coaches-nfl-history-vince-lombardi

<http://fortune.com/2016/02/16/vince-lombardi-business-success/>

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