

Coaching The Middle: ***How to Motivate and Engage “B” Players***

“B” Players (aka middle performers) are the backbone of every organization. While high and low performers get most of the attention, middle performers typically make-up 70% of the workforce, and are critical to your organization’s success. But too often, they’re taken for granted and underutilized. Too many managers just don’t know what to do with “B” Players, what they’re capable of, or how to motivate them. And too many managers fail to ask “can middle performers become high performers, and if so, how?”



Coaching The Middle: How to Motivate and Engage “B” Players was developed to help managers to focus on and improve the performance and productivity of their “B” Players. The “B” Players represent the pool of people who can most dramatically boost the profits and long term success of an organization.

“Employers are coming around to the realization that failure and success might not lie among the weakest and strongest link, but in the solid middle, the 75% of workers who have been all but ignored.”

- USA Today

Outcomes:

- Understanding the impact of the War for Talent
- Identifying the three types of players
- Learn how to motivate and engage “B” Players
- How to use coaching to cultivate and develop “B” Players

Content:

The program’s specific content areas include:

The “War for Talent” – The Cause of the Talent War... Engagement and Retention Issues... Cultivating a Talent Mindset

The “Talent” Pool – A, B and C Players – Assessing the Contribution of Each Player... Changing the Game – Where to Focus Time, Energy and Resources



Acres of Diamonds – Engaging the Massive “Middle” – What the “Middle” Really Means... From Invisible to Visible... From Labeling to Enabling... Ignite the “Middle” and Boost Profits

Motivating “B” Players – Six Common Myths about Motivation... Motivation Strategies that really work

Coaching “B” Players – The Psychology of the Middle – Understanding the Mindset of a “B” Player... Four Types of “B” Players... Action Plan to coach and engage “B” Players