



## **The Core elements needed to attract, focus, and keep the most talented employees.**

From: *First, Break all the Rules. What the Worlds Best Managers Do.* By Marcus Buckingham and Curt Coffman ( Gallup Org.)

- 1) *Do I know what is expected of me at work?***
- 2) *Do I have the materials and equipment I need to do my work right?***
- 3) *At work, do I have the opportunity to do what I do best everyday?***
- 4) *In the last 7 days, have I received recognition or praise for doing good work?***
- 5) *Does my supervisor, or someone at work, seem to care about me as a person?***
- 6) *Is there someone at work who cares about my development?***
- 7) *At work, do my opinions seem to count?***
- 8) *Does the mission/ purpose of my company make me feel my job is important?.***
- 9) *Are my CO-workers committed to doing quality work?***
- 10) *Do I have a best friend at work?***
- 11) *In the last 6 months, has someone at work talked about my progress?***
- 12) *This last year have I had opportunities to learn and grow?***