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SECRETS TO

# MAXIMIZING EMPLOYEE ENGAGEMENT & PERFORMANCE

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Given the choice of anyone in the world, whom would you want as a dinner guest?

Ever since I was a little girl, I always dreamt of meeting...

**45**  
Minutes

**36**  
Questions



# 30%

rated the relationships they had just created as “closer than the closest relationships in their lives.”



# More than 20,000+ Employees Have Gone Through This Program

 **Gillette**

 **Google**

 **Microsoft**

 **amazon**

 **BlueCross  
BlueShield**

 **Southwest**

 **THUNDER**

 **EY** Building a better  
working world

 **Care Here!**

Works with any team size and industry;  
works w/ any 3rd-parties such as  
customers, prospects, partners, hiring, etc.  
(In-person/remotely)

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Increase trust, team closeness &  
engagement 15% to 20% (immediately)

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Increase sales 10%-20%. Employee  
Engagement & Experience 25%+.  
Retention goes up.

# What people are saying about Cards Against Mundanity

"Jason's presentation and Cards Against Mundanity game instantly resonated with our group. It was the start of new and much deeper and meaningful connections across our organization. In my experience as a sales leader, I know that candid, vulnerable conversations are absolutely critical to building a strong foundation of trust within a team. When strong relationships are fostered, salespeople reach a higher level of engagement and performance levels. Jason's unique methodology ensures a quick path to skyrocketing trust and creating candid dialogue in a really fun way. Every sales organization would significantly benefit from his workshop and game. You can apply it with customers and prospects as well."

*Matthew Smith  
Senior Director, Head of  
Corporate Sales, Southwest  
Airlines and President of AA-ISP*

"The workshop and game were excellent. The team was very appreciative of the team building game and workshop. It kept coming up as one of the best experiences they've ever had. They were able to quickly open up, be vulnerable and build much stronger and deeper relationships that extended beyond their small groups to our large, global team. Throughout the following two days, we hosted some guests from other groups, and we asked them to answer random cards in front of the audience. Their answers were surprisingly deep and instantly helped to establish trust between them and our teams. It made each of the sessions in our off-site much more valuable. I'd highly recommend this for any team and team off-site."

*Alberto Grazi  
Senior Leader and Head of the Video  
Solutions Group, Google*

"I highly recommend every organization plays your employee engagement and team performance game. It's game changing. There is nothing out there like it. After I heard Jason speak at a Sales Leadership Summit, I played Cards Against Mundanity game with my executive team. We learned important information and experiences about each other that we never knew before (and would have never asked). It helped us build significantly more trust and openly discuss other challenges. We've improved our communication, teamwork and team closeness. It made a significant impact in a very short period of time."

*David Kreiger  
President, SalesRoads*

"Getting to work with Jason was a game-changer. I thought my team was close before playing Jason's Cards Against Mundanity, but seeing how much they bonded (and learned about each other) during the hour we spent playing was amazing. It significantly increased our teamwork, communication, engagement, and problems solving. I cannot stress enough – ANY relationship will be strengthened by playing this game. I've played with family members, friends and coworkers in other departments and the results speak for themselves. Beyond that, Jason has continued to offer his insights & suggestions on how I can better navigate difficult situations in the workplace and manage my team better. I'm a much better leader with a higher functioning team after my time with Jason."

*Kate Stott*  
*Director of Enterprise Operations,*  
*WorldWide Express (\$1B+ company)*

"Our clinic was struggling to maintain positive morale and it was causing significant challenges. After attending Jason's workshop, I was able to take his strategies, best practices, and tools and put it into action. After our first team building session, I noticed a significant difference in how the group was communicating and collaborating with each other. Their performance also improved. The transformation has been incredible and continues to grow. Word quickly spread within my company on how successful this experience was so there are plans to use Cards Against Mundanity in other clinics across the nation. I highly recommend any team and organization play his team building game and leverage his expertise. It's business changing."

*Angie Higgs*  
*Director of Clinical Services,*  
*CareHere (Provides onsite healthcare in 26 states to 200+ organizations)*

**20+ more at [jasontreu.com/testimonials](https://jasontreu.com/testimonials)**

# My Background

## PROVIDE TRAINING PROGRAMS & Coaching

(Leadership & Manager Training, Employee Engagement, Organizational Development & Team Building)

- 75+ Speaking Engagements in 2019 (10 State SHRM)
- Career in tech marketing (HP, Apple, Pixar, MSFT, Oracle, SAP, Nordstrom, Netflix, etc.)
- Worked with Steve Jobs, Reed Hastings, Mark Cuban
- JD/MA in Communications at Syracuse University



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X A R  
ANIMATION STUDIOS



Microsoft **NETFLIX**

BEST SELLING BOOK  
(SOLD 60K+ COPIES)

BEST SELLING AUTHOR AND LIFE MASTERY COACH

# SOCIAL WEALTH

{ How to Build Extraordinary  
**RELATIONSHIPS**  
by Transforming the Way We  
Live, Love, Lead and Network }

**JASON TREU**

Most leaders believe that a “high engagement and performance culture” is like DNA – you either have it or not.



**THAT'S NOT TRUE AT ALL**

**It's engineered and prioritized as part of a “people strategy” and built on a foundation of extreme trust.**



# Why Should You Care?



Outperformed  
Goals By 17%

HARVARD  
UNIVERSITY



Increased  
Net Income  
756% to 1%



Increase employee  
retention by **200%+**

**95%**   
of Highly Engaged Employees Go  
**Above & Beyond**

**67% More Likely to  
Improve Revenue  
With Employee  
Engagement Plan**



# TEAMWORK is the #1 Skill Set CRUSHING Company Performance

**70%+** of Teams Are Dysfunctional

**86% of Executives Cite Lack  
Of Collaboration & Ineffective  
Communications For  
Project/Sales Failures**

**ONLY 16%** of Employees  
Report Giving 100% Effort Daily

**Miscommunication yearly  
costs: \$4K to \$10K per  
employee**

**200-275 hours wasted  
per month on a team of 5  
due to poor teamwork**

**ONLY 28% of Managers  
Skilled At Engagement (yet  
it's a major key to  
teamwork success)**

**75%** of Employees Quit  
Because of Poor Managers  
(costs 100% to 300% of  
employees comp to replace)

# Three Things You'll Walk Away With

1.

**Why 99% of individuals and teams underperform**  
(& the MASSIVE cost)

2.

**How to engineer employee engagement, performance and teamwork**  
(& apply it to teams & 3rd parties)

3.

**Get strategies & tools FOR YOU & YOUR TEAMS**



# #1

HIDDEN FACTOR  
**That Sabotages  
Company  
Performance**

**Almost every organizational challenge can be traced back to a **breakdown in trust** as THE root cause.**

**But trust is **rarely EVER** factored in and directly dealt with when addressing issues.**

A photograph of two people in a meeting. On the left, a person in a teal top and black pants stands with their hands on a wooden table, holding a pen over a document. On the right, a person in a dark blue top stands with their hands near a pen. The background is a blurred office setting.

# Why Does Trust Need to be an Organizational PRIORITY?

Trust is the  
**PRECURSOR** for  
everything we do.

Establishing, growing and  
restoring trust (and confidence)  
is THE FIRST place to start.

# Trust Effect: #1 Impact on “The Balance Sheet”



**Low Trust**

66% of business failures/setbacks: “people problems” rooted in trust

Team of 5: Conflicts waste 200-275 hours/month

VS.



**High Trust**

Performance Multiplier  
(Watson Wyatt study: 300%)

# TRUST

CHANGES EVERYTHING



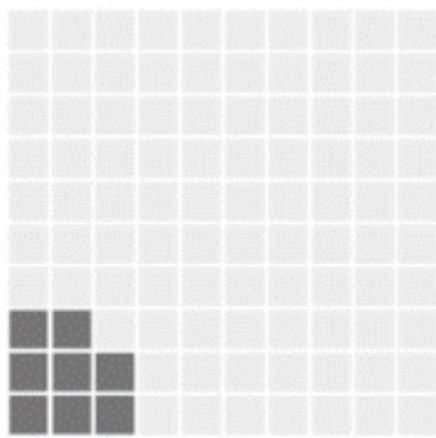
**Trust Comes Down to Answering Two Questions:**

- 1.** Do I trust you or not?
- 2.** Have I built “extreme” trust to put you in my inner circle?

## The Power of Trust

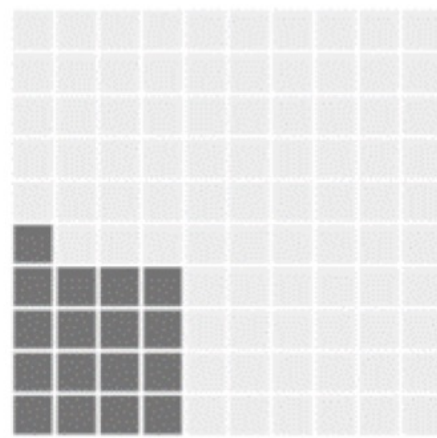
As noted, the share of employees who are fully engaged more than doubles if they are on a team. It *more than doubles again* if they strongly trust the team leader.

Employees who are not on a team



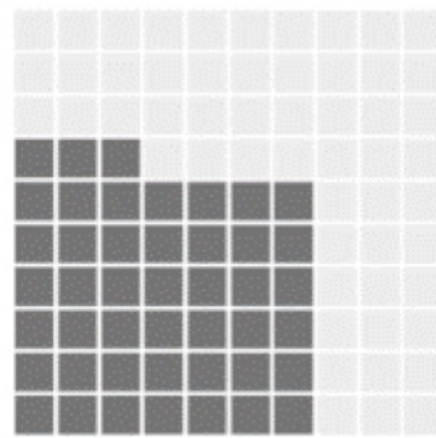
8% are fully engaged

Employees who are on a team



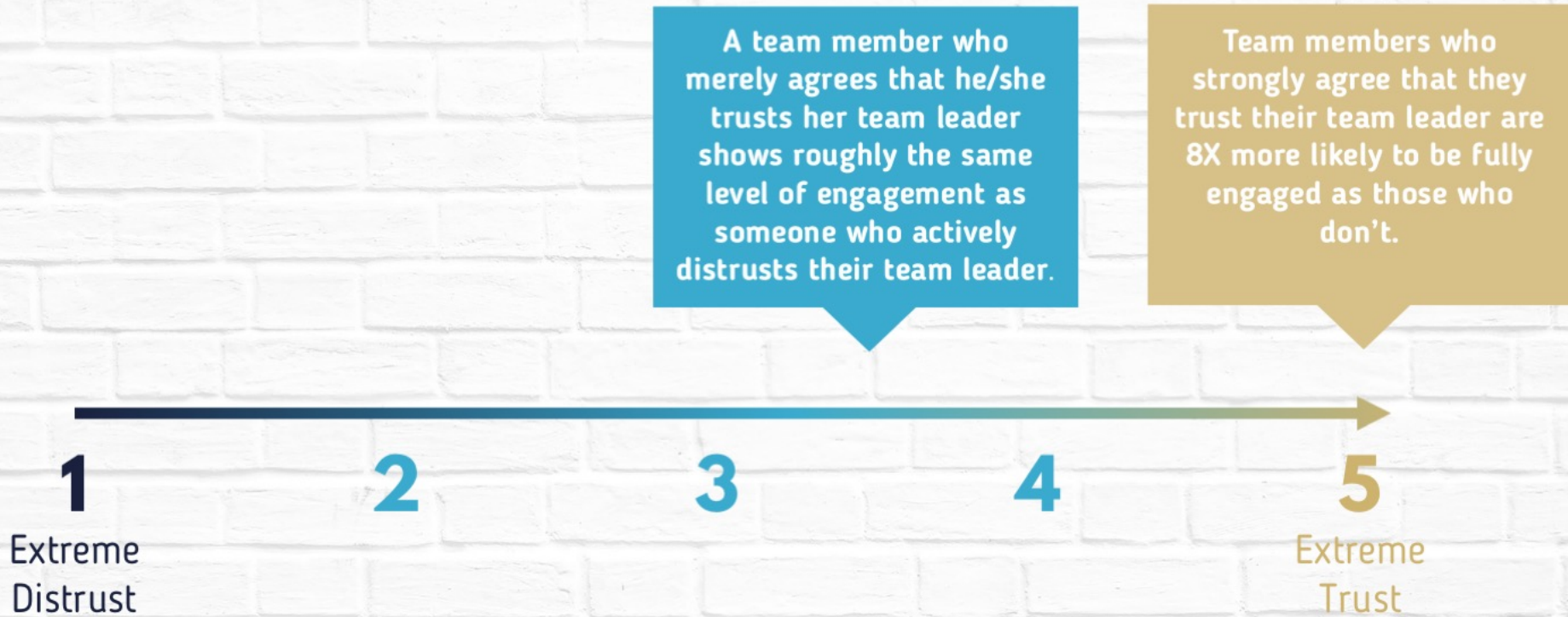
17% are fully engaged

On a team, and have deep trust in their team leader



45% are fully engaged





# Managers Make or Break Employee Trust

WHAT IS  
**TRUST?**

**“Choosing to risk making something you value vulnerable to another person’s actions.”**

- CHARLES FELTMAN

WHAT IS  
**DISTRUST?**

**“What is important to me is not safe with this person (or team) in this situation (or any situation).”**

# What Happens When I Distrust an Individual or Team?

Step 1: People resist, withhold, avoid, argue, ignore, or directly attack.

Step 2: Produce/intensify distrust.

Step 3: Spiral down deeper

Step 4: Break cycle/rebuild trust (starts with accountability)

DISTRUST CREATES  
MORE DISTRUST

TRUST CREATES  
MORE TRUST



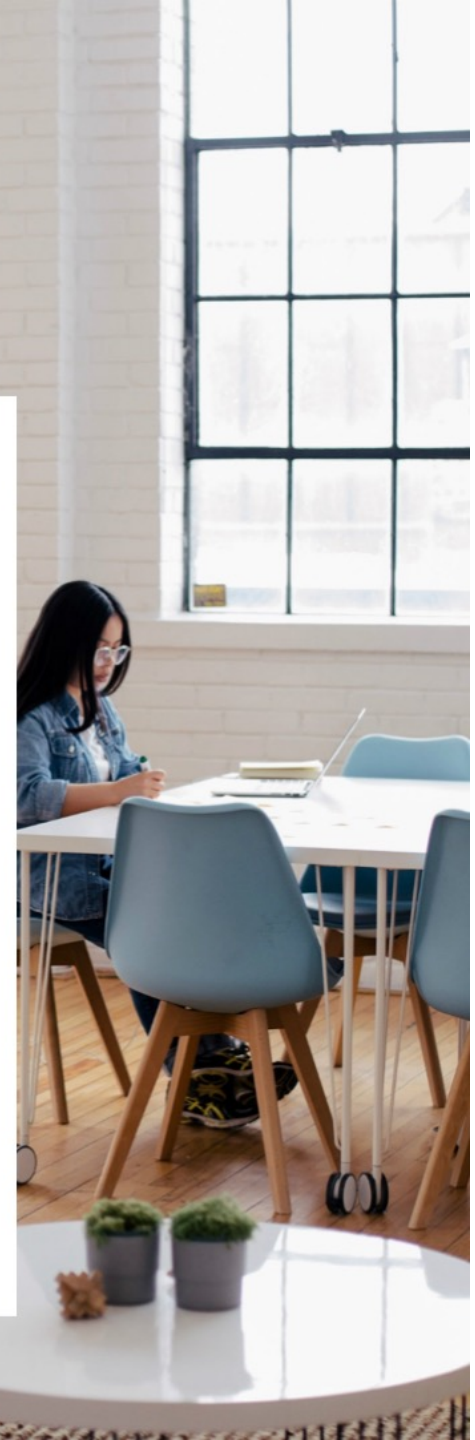
# 2

## HUGE OVERLOOKED Trust Factors

1) **We generally judge others to be less trustworthy than ourselves.**

Very likely coworkers judge you to be less trustworthy than you consider yourself to be.

2) **People act on their assessments of your trustworthiness, not yours or your intentions.** Must change words/actions to affect how others assess your trustworthiness.

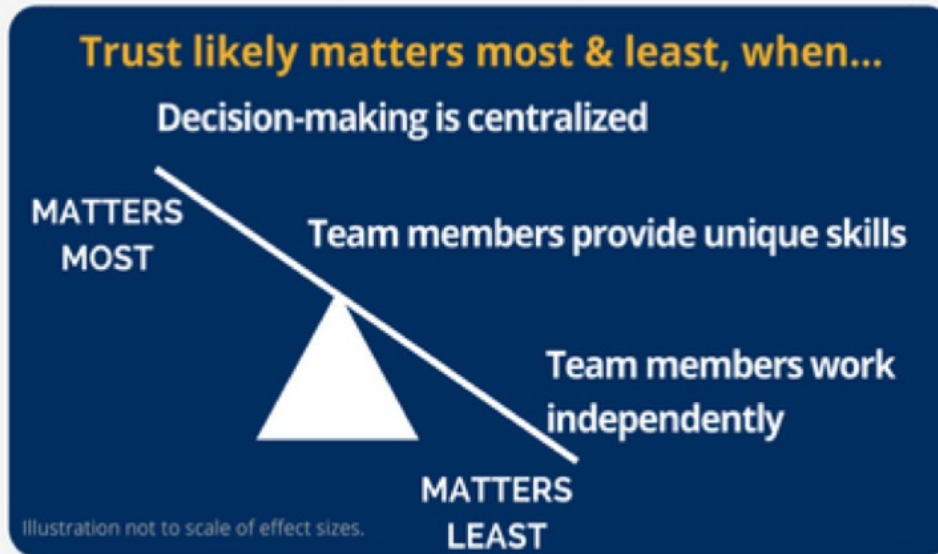


# Amount of Time to Build a Trusted, Close Team

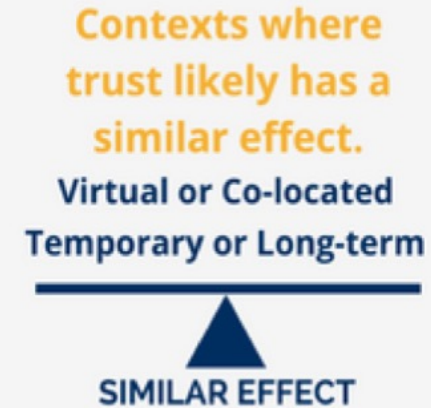
Between 200-400 hours for each team member to build a close working relationship. No one has that time to develop unbreakable team chemistry. Performance suffers.

# How Can You Break the Trust Curve to Build Great Teamwork & Communication?

- 1) **Vulnerably share** personal experiences, values, heartbreaks, achievements & more **in groups to connect BOTH emotionally and experientially**
- 2) Create a **“Work-With-Me” manual & process** to take the guesswork out of teamwork
- 3) Create a **“team operating agreement”**



Adapted from de Jong, Bart A. De, Kurt T. Dirks, and Nicole Gillespie. "Trust and Team Performance: A Meta-analysis of Main Effects, Moderators, and Covariates." *Journal of Applied Psychology* 101.8 (2016): 1134-150.



SCIENCE FOR WORK

## What Types of Teams Does Trust Matter Most

Regarding when trust matters most, the study found the relationship between trust and team performance was strongest for teams with high authority differentiation, i.e., where leaders make decisions and rely on team members to carry them out.

<https://scienceforwork.com/blog/trust-impact-team-performance/>





— HOW DO YOU —

**ENGINEER**  
**ENGAGEMENT &**  
**PERFORMANCE?**

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# Four Foundations For High Performing Teams

FOUNDATION OF EXTREME TRUST



**Safety**



**Vulnerability**



**Truth-Telling**



**Impact**

Operationalized  
Values/Purpose



TRUST

A group of seven diverse professionals are gathered in a meeting room, looking at a laptop. The room has a brick wall and a whiteboard with sticky notes. The text 'PSYCHOLOGICAL SAFETY' is overlaid in the center. The word 'PSYCHOLOGICAL' is in white, and 'SAFETY' is in a large, bold, gold font. The image is framed with a torn paper effect.

# PSYCHOLOGICAL SAFETY

# What is “Psychological Safety”

“Safely” give candid feedback, openly admit mistakes, have each other’s backs, encourage hard conversations, and have the confidence to take risks. Require accountability.

VS.

Creating a cut-throat, culture of fear, negative consequences and belittling. Emotional turmoil. Conflict-ridden. Prioritize self-protection. “Echo-chamber” thinking.

# Mitigating Two Biggest Risks

"IMPRESSION MAKING VS TRUTH & CANDOR"

**1.**

**Loss**

**2.**

**New Revenue  
Opportunities Lost**



BECAUSE WE'RE NOT  
**SHOWING UP**  
**AT WORK**

“

**My greatest fear is not  
HEARING what's going on.  
There's a dangerous silence.  
But only ONE person is  
aware of it (and it isn't ME).**

# Why Does Psychological Safety Matter?

**Project Aristotle: Psychological safety #1 predictor of very high team performance.**

Social connection/cohesion more important than individual traits (education, performance, skills, experience, etc.)

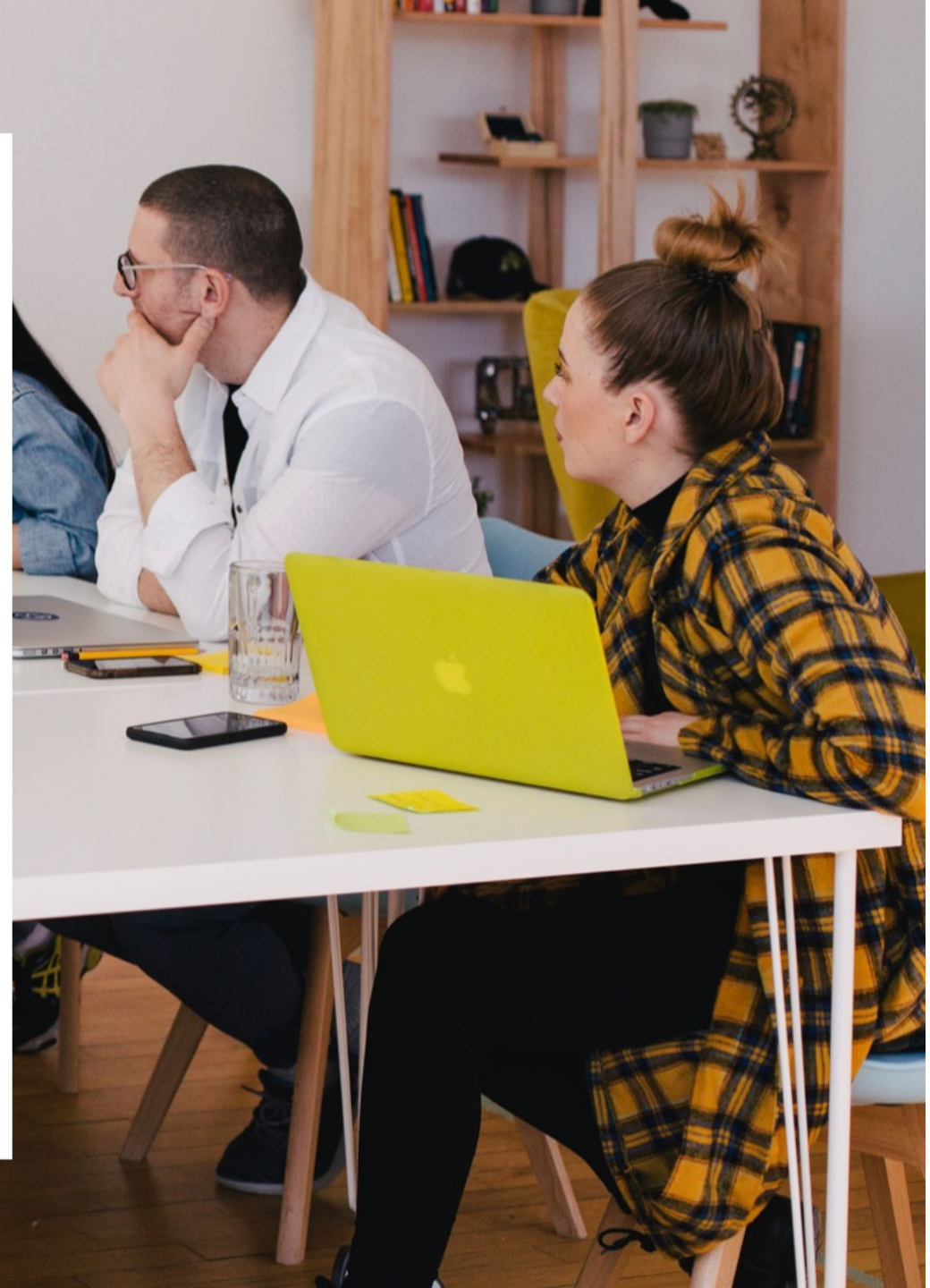




# Magical Power of “Belonging Cues”

**(neuroscience/biological):  
Behaviors that create safe  
connections in groups.**

Alex Pentland (MIT Professor): Predictor of team performance. Can just watch teams to see if belonging cues are there.



# 8 Practices to Create Psychological Safety

1. Foster a connection and contribution mindset
2. Model curiosity and ask a lot of questions (i.e. Tell me more...)
3. Acknowledge your own fallibility
4. Encourage the team to share mistakes and setbacks
5. Get the team to share personal challenges
6. Encourage everyone to speak up (NOTE: Use a “no interruption” rule)
7. Appreciate when team members take the time and effort to challenge viewpoints
8. Establish group agreements for communication, teamwork and conflict resolution

# What Does it Take to Create a Sustainable High Performance ?

1.

## **Leadership Models Behaviors**

Self-aware Leaders That Practice  
Courageous Vulnerability

2.

## **Structure (Strategies, Systems & Processes)**

Planned & Prioritized  
With Accountability

# Model How the Top 1% Teams Behave & Interact

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Share, Listen, Ask Questions & Engage

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Seek Out Feedback (Self-Awareness)

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High Levels of Eye Contact,  
Energy & Social Sensitivity

---

Value Curiosity & Learning

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Team Proactively Solves Problems  
Without Leadership Telling Them To Do It

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“

**If You Could Pick One Year Of Your Life To Do-Over, Which Would It Be And Why?**



“

**What Was Your Favorite Summer Job? What Did You Learn From It? Any Memorable Stories From It?**

“

# **CARDS AGAINST MUNDANITY**

THE POWER OF LIKABILITY TO CULTIVATE  
EXTRAORDINARY TEAMWORK



**JJ** JASON TREU

“  
**CARDS  
AGAINST  
MUNDANITY**

THE POWER OF LIKABILITY TO CULTIVATE  
EXTRAORDINARY TEAMWORK



JT JASON TREU

CONNECTION  
QUESTIONS

CONVERSATION  
STARTERS



## PRE-GAME PREPARATION



### STEP ONE:

Print off the cards. You can also use color coded paper and/or different card stocks.



### STEP TWO:

Use a scissors to cut the cards out.



### STEP THREE:

Put the cards in two piles: Conversation Starters and Connection Questions.



### STEP FOUR:

You'll need one group leader. It really needs to be the highest ranking or titled person in the room.



### STEP FIVE:

You will want to name one person as the timekeeper and use a stopwatch (every "smart phone" has one) to keep everyone on track.



### STEP SIX:

Email the group participants ahead of time with information, including logistics and if you are doing an activity ahead of time. You don't need to give them any information other than we are playing a fun game together.

# Instructions

## (See Handout)

1. Get into groups
2. Pick 1 person to start answering questions; person to their right goes next
3. Take the top card answer it
4. Every person in the group answers **THE SAME** question; then go onto the next question
5. Keep answering questions until I say to stop
6. Max 2 minutes per person/per question
7. Final round: Each person has 1 minute at end to say 1-2 things you learned/observed and how you can apply it in the workplace.



# Want to Play This With Your Team/Organization?

- PDF CARD VERSION (FREE DOWNLOAD)
- ONSITE PROGRAMS (TEAMS & ORGANIZATIONS)
- REMOTE PROGRAM (\$797+)
- "PHYSICAL" PLAYING CARD DECK

JASON@JASONTREU.COM | WWW.JASONTREU.COM



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