



NNAHRA
NATIONAL NATIVE AMERICAN HUMAN RESOURCES ASSOCIATION

27th Annual Conference

Gila River Resorts & Casinos

September 25-27, 2023

An Unconventional Approach: Leveraging Kindness as a Strategy for Success



Cindy Rowe



RANDOM ACTS OF

kindness

ONE KIND ACT HAS
THE POTENTIAL TO
REACH 125 PEOPLE

in one day!

@CINDYAROWE | LINKEDIN: CINDY ROWE

31 DAYS THAT CHANGED MY LIFE



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**KINDNESS HAS A
RIPPLE EFFECT
AND IT STARTS
WITH YOU**

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**WHAT IS YOUR
DEFINITION OF**

Kindness

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Kindness is
**A commitment
in thought,
word & action
to leave
everyone &
everything
better**



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A Venn diagram consisting of two overlapping circles. The left circle is bright pink and contains the text 'BEING KIND' in white. The right circle is dark blue and contains the text 'BEING NICE' in white. The overlapping area in the center is white and contains a small dark blue circle with a white right-pointing chevron (>).

**BEING
KIND**



**BEING
NICE**

WHAT'S THE DIFFERENCE?

KIND

beyond surface-level actions

involves acts that stem from a place of understanding and a wish to help or uplift someone without expecting anything in return.

NICE

involves courteous and polite behavior

can be superficial and driven by social expectations rather than a genuine concern for others' feelings.

**“ NEARLY 1/2 OF
AMERICAN WORKERS
HATE THEIR JOBS SO
MUCH THEY WOULDN'T
WISH IT ON THEIR
WORST ENEMY.**

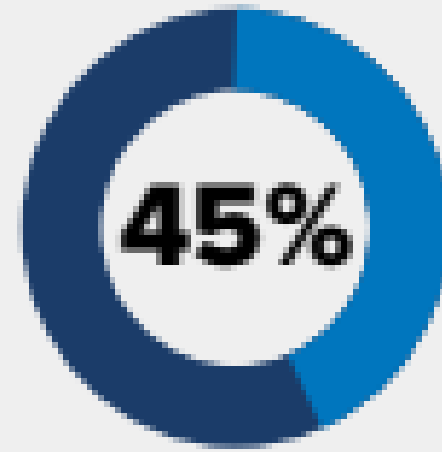
UKG REPORT 11/22

SHOCKING STATS

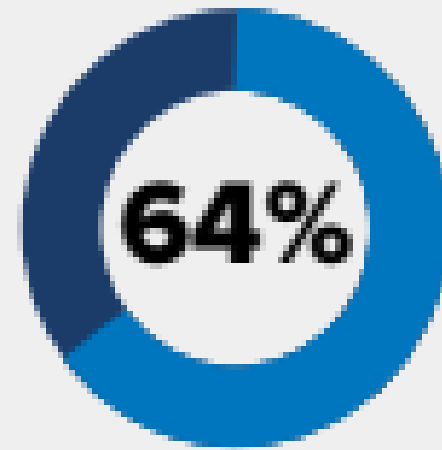
**87% of
organizations
cite culture &
engagement as
one of their top
challenges**

**Disengaged
employees cost
the economy up
to \$350 billion per
year in lost
productivity**

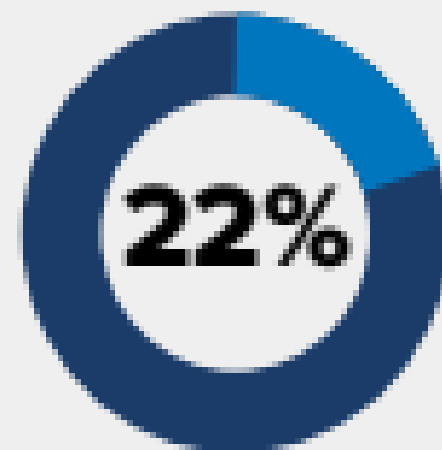
**#1 reason
people quit
their job is
because they
don't feel
appreciated**



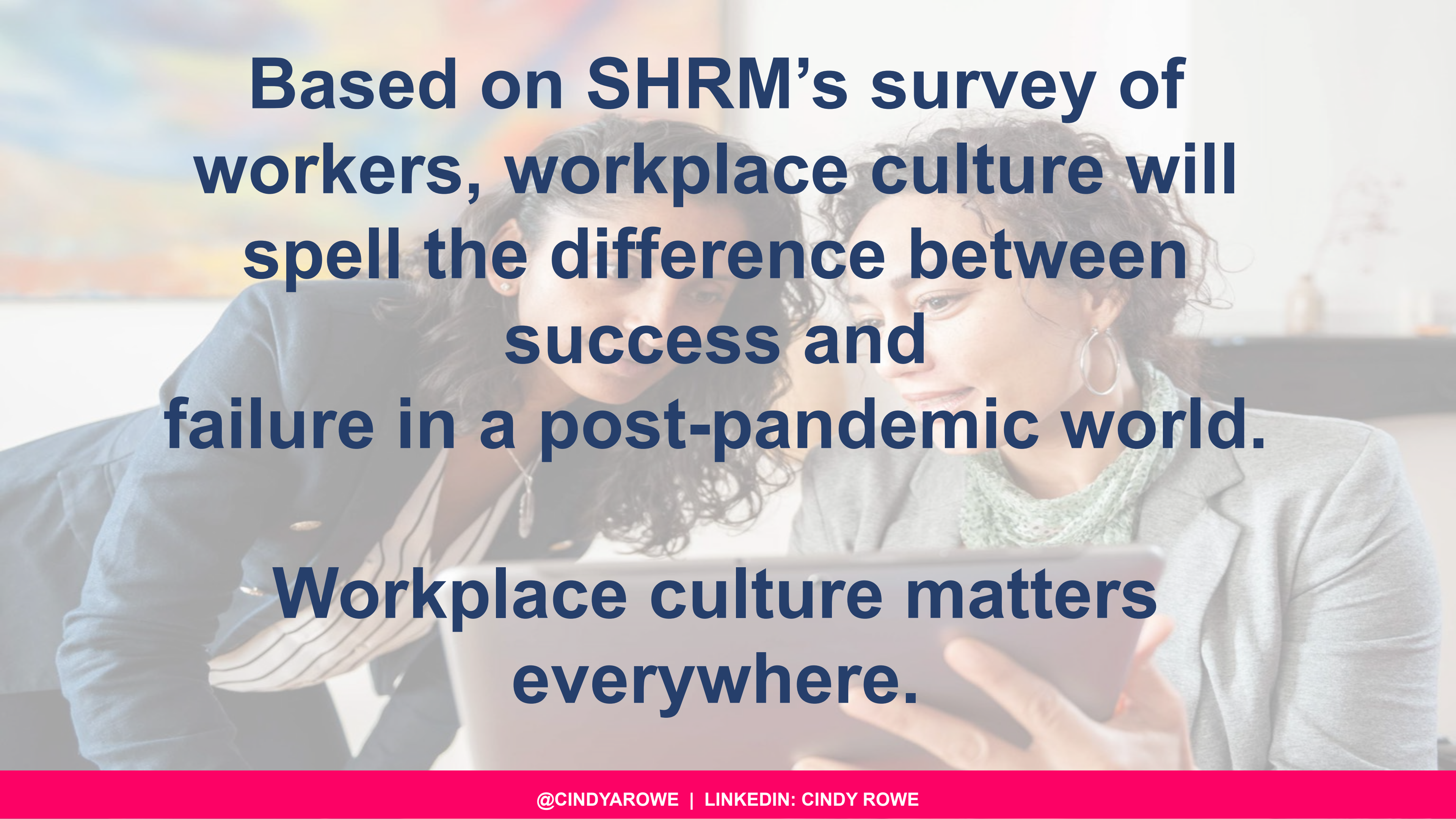
of workers globally have thought about **leaving their current organization.**



of workers who rate their work culture as **poor** have **actively searched for a job** in the past six months.



of workers who rate their work culture as **good** have **actively searched for a job** in the past six months.

A background image showing two women in business attire. One woman is leaning over a laptop, and the other is holding a tablet, both looking at the screen. The image is semi-transparent, allowing the text to be overlaid.

**Based on SHRM's survey of
workers, workplace culture will
spell the difference between
success and
failure in a post-pandemic world.**

**Workplace culture matters
everywhere.**

**IN BUSINESS,
IT PAYS TO
BE KIND.**

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**EACH
INTERACTION
WE HAVE WITH
ANOTHER PERSON
MATTERS & MAKES
A DIFFERENCE.**



**IS YOUR
ORGANIZATION A
PLACE OF
*kindness & respect***

BACKED BY RESEARCH

**93% of
employees
would stay
with a kind
employer/boss**

**Employees
would take a
kinder boss
over a 10%
raise**

**Companies that
focus on a kindness
culture retain
employees
8-10 times more
than companies that
don't**

**THE
GREATEST
EXPENSE
FOR MOST
BUSINESSES
IS
PERSONNEL,
IT'S CRITICAL
THAT WE
RETAIN GOOD
PEOPLE.**





73%

of employees say kindness
at work impacts their overall
work performance &
productivity

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KINDNESS AT WORK:

- **REDUCES BURNOUT**
- **BOOSTS PRODUCTIVITY**
- **INCREASES ENERGY**
- **LIGHTENS THE MOOD**
- **INCREASES HAPPINESS**



KINDNESS AT WORK:

- FORGES STRONG TEAM RELATIONSHIPS
- BUILDS TRUST
- BUILDS POSITIVE CONNECTIONS
- INCREASES ENGAGEMENT
- LOWERS STRESS



KINDNESS DECREASES

- PAIN
- HEART RATES
- ANXIETY
- DEPRESSION
- BLOOD PRESSURE

*which results in lower absenteeism
& sick days*



KINDNESS AT WORK

26%
more energy

36%
more
satisfaction
in their work

44%
more
commitment to
organization

**WHAT DOES
KINDNESS AT
WORK LOOK
LIKE?**

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Kindness looks like...

PUSHING BACK AN IDEA YOU DON'T AGREE WITH

SPEAKING UP WHEN VOICES AREN'T BEING HEARD

HONEST, DIRECT, & TOUGH FEEDBACK

GIVING CREDIT WHERE CREDIT IS DUE

LISTENING WITHOUT INTERRUPTING

TREATING OTHERS WITH RESPECT

VALUING THE VIEWS OF OTHERS

COMMUNICATING WITH A PERSONAL TOUCH

ACCOMMODATING PERSONAL ISSUES

FOSTERING A SENSE OF INCLUSION

HAPPIER PEOPLE ARE
12%
MORE PRODUCTIVE



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**KINDNESS
IS THE
SECRET WEAPON**

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CREATING A CULTURE OF *Kindness*

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BEHAVIOR DRIVES CULTURE



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WHEN **KINDNESS** IS
PART OF THE
COMPANY **CULTURE**
COMPANIES WILL
EXPERIENCE

**BETTER
FINANCIAL
PERFORMANCE**

REDUCED COSTS

MORE EFFICIENCY

**INCREASED
PRODUCTIVITY**

**HIGHER EMPLOYEE
RETENTION**

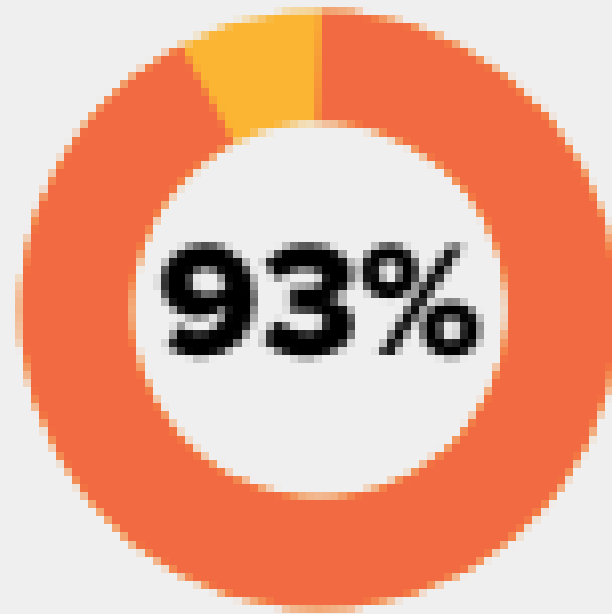
**GREATER
CONTENTMENT**

IMPROVED MORALE

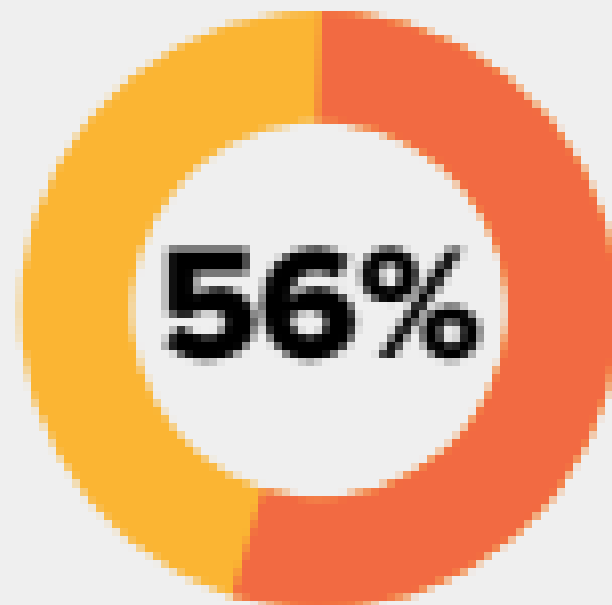
HIGHER MOTIVATION

**HIGHER
ENGAGEMENT &
PARTICIPATION**

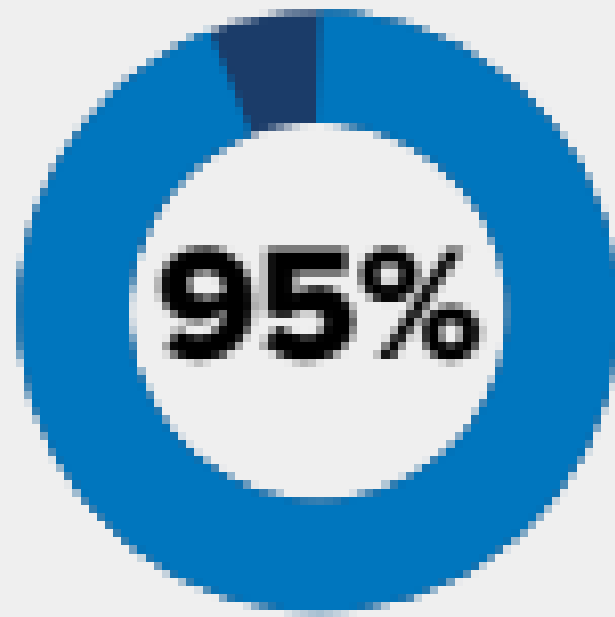
SENSE OF BELONGING



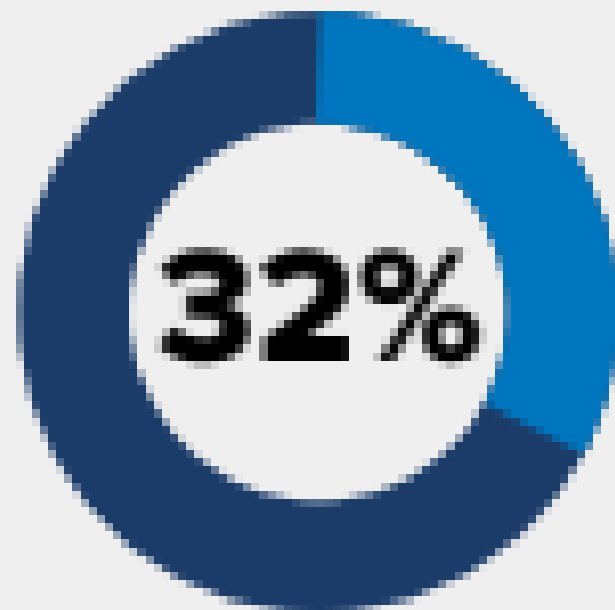
of workers globally who work at an organization that **offers empathy training** love their organization's culture.



of workers globally who work at an organization that **does not offer empathy training** love their organization's culture.



of employees who rate their workplace culture as **good** say they have a **meaningful career** working for their organization.



of employees who rate their workplace culture as **poor** say they have a **meaningful career** working for their organization.

A CULTURE OF *kindness*

**VALUE
EMPLOYEES**

**ALLOW FOR
FLEXIBILITY**

**POSITIVE
WORK
ENVIRONMENT**



SHOW APPRECIATION & RECOGNITION

START MEETINGS WITH RECOGNITION

SAY THANK YOU, BE SPECIFIC

MAKE A "RIGHT" LIST

ONE-ON-ONE MEETINGS

OFFER PERSONAL DEVELOPMENT OPPORTUNITIES

RECOGNIZE BIRTHDAYS & ANNIVERSARIES



**ALLOW FOR
FLEXIBILITY**

THINK OUTSIDE THE BOX

**FLEXIBLE WORK HOURS
WORK REMOTELY
JOB SHARING
COMPRESSED WORK WEEK
SABBATICALS**



**POSITIVE
WORK
ENVIRONMENT**

**OPEN COMMUNICATION
OPPORTUNITIES FOR FEEDBACK
DISCOURAGE TOXIC BEHAVIOR
REWARD POSITIVITY
GROWTH OPPORTUNITIES
COMFORTABLE & SAFE
ENVIRONMENT**

WHAT DOES IT TAKE TO BE A **KIND** LEADER?

6 C'S OF KIND LEADERS

CLARITY

employees know goals and responsibilities

COMPASSION

"walk in their shoes" attitude

CANDOR

direct, open, honest communication

COURAGE

sometimes being kind is not the easy things to do

CONSISTENCY

Actions speak louder than words

COMMUNICATE

KEEP STAFF INFORMED

An **UNKIND LEADER**
has a **1 in 2000**
chance to also be
effective.

--LEADERSHIP STUDY

ELEMENTS OF A KINDNESS PROGRAM

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ELEMENTS OF A KINDNESS PROGRAM

✓ UNDERSTANDABLE

✓ ACCOUNTABLE

✓ COMPREHENSIVE (ALL LEVELS)

✓ ADAPTABLE

✓ MEASURABLE

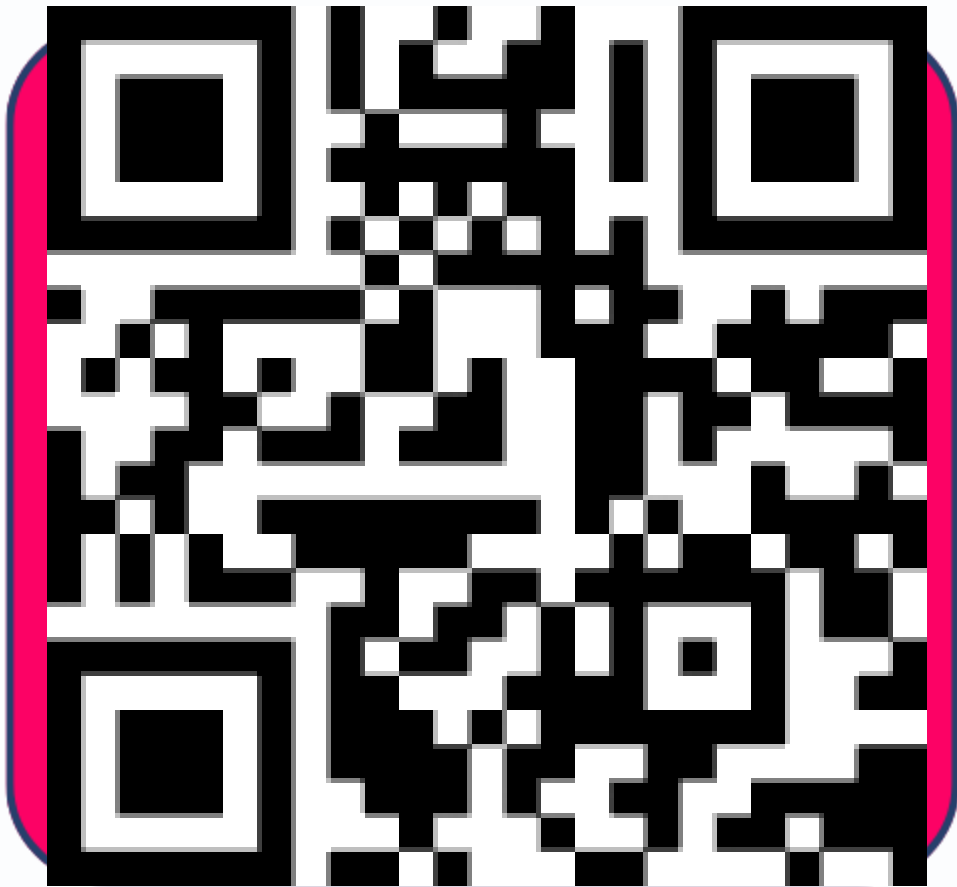
HOW TO GET STARTED?





Cindy needs your *feedback*

1. Hold your camera up
to this QR code



2. Enter this code on the screen

KINDNESS

Let's stay in touch!



@cindyarowe



@Cindy Rowe



@thecindyrowe



www.thecindyrowe.com



cindy@thecindyrowe.com

Receive a
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"The best HR managers understand that kindness is the bridge that connects policies with people, transforming workplaces into communities."

***I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL.***



Challenge

**DO ONE KIND THING
FOR ANOTHER
PERSON TODAY.**

@CINDYAROWE | LINKEDIN: CINDY ROWE

Thank YOU

1. Hold your camera up
to this QR code



2. Enter this code on the screen

KINDNESS

Let's stay in touch!



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