



Culture and Employee Engagement



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PLAY

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- Lynn Eberhart
- Director of Hospitality
 - Harrah's Metropolis





Glass Door Study

- ‘Polled more than 5,000 adults in the US, UK, France and Germany’
- ‘77% would consider culture before applying for a job at a company’
- ‘56% said they believe culture is more important than salary in gaining job satisfaction’
- ‘Study results showed that culture was especially important to young adults’
- ‘Millennials are more likely to place culture over salary than 45 and older in US and UK’



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Glass Door Study

- ‘Nine out of ten polled think employers should have a clear mission and purpose, this was similar across all four countries’
- ‘Two-thirds of respondents said workers are more motivated and engaged when their company has a strong mission, with 64% stating the main reason for staying with their company was it’s mission’
- ‘instead, employers looking to boost recruiting and retention efforts should prioritize building strong company culture and value systems, amplifying the quality and visibility of their senior leadership teams



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Caesar's Culture



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Culture

- What is culture?
 - Attitude, values, goals and practices
- Why is it important?
 - It's our organizational foundation
- Who needs to know it?
 - Everyone!!



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Culture

- How does Culture affect the business?
 - Our Community
 - Our Team Members
 - Our Guests



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Culture

- Mission – Vision – Values
- Our Mission
 - We inspire grown-ups to play
- Our Vision
 - Create memorable experiences, personalize rewards and delight every guest, every Team Member, every time



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Culture

- Our Values
 - Integrity – Do what's right, no matter what
 - Service with Passion – Take pride in everything you do
 - Diversity – Embrace what makes us unique to inspire innovation and win together
 - Caring Culture – Create a caring culture so every Team Member can have fun and be at his or her personal and professional best
 - Ownership – Take Initiative, be accountable for your performance and think like an owner of the business



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Culture

- Code of Commitment – It's Who We Are
 - Commitment to the Environment
 - Commitment to our Employees
 - Get Me
 - Guide Me
 - Root for Me



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Culture

- Code of Commitment – It's Who We Are
 - Community Involvement
 - Commitment to our Guests/Responsible Gaming
- Living the Code – It's What We Do



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Key Takeaways – Culture

- Start with your Mission Statement
- What is your Vision
- Incorporate your Values

- What are you committed to?



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Employee Engagement



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Engagement – Caring Culture

- Create a caring culture so every Team Member can have fun and be at his or her personal and professional best
 - Entertain our Best
 - Training for Success
 - Encouraging them with our Get Me, Guide Me, Root for Me Program
 - Recognition
 - Ecards
 - » Peer to Peer all the way to the SVP
 - Caesars Award for Excellence
 - » Quarterly, Annually
 - » Property then Brand



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Engagement

- Where does it start?
 - The Hiring process
 - Avoid the ‘warm body’ syndrome
 - Looking for the right fit
 - Fit for the Company
 - Fit for our Team
 - Fit for the Individual



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Engagement

- What is the cost?
 - Team Morale
 - Guest Experience
 - Customer Service Scores
 - Financial impact
 - Lost Revenue from Service Failures
 - ~\$3500 to hire and train one employee



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Engagement

- What do we offer?
 - Competitive Pay – Annual Merit Increases – Annual bonuses
 - Quarterly property Service Score Bonuses
 - Retirement/401K Matching Program
 - Great Benefit Packages at Low Cost
 - Tuition Reimbursement – Free Online Training
 - Caesars Brand Wide Advancement/Transfer Opportunities
 - Local and National Business Discounts
 - Brand Wide Employee Discounts
 - Helping Hands Tree – Heart Fund – On Property Food Bank
 - And So Much More!



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Engagement

- Who is involved?
 - The new team member
 - Human Resources
 - The Department Leaders
 - The Team
 - The Guests



Engagement

- Why is it important?
- Engaged employees are
 - More Effective
 - Less likely to look elsewhere
 - Provide better Customer Service



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Engagement

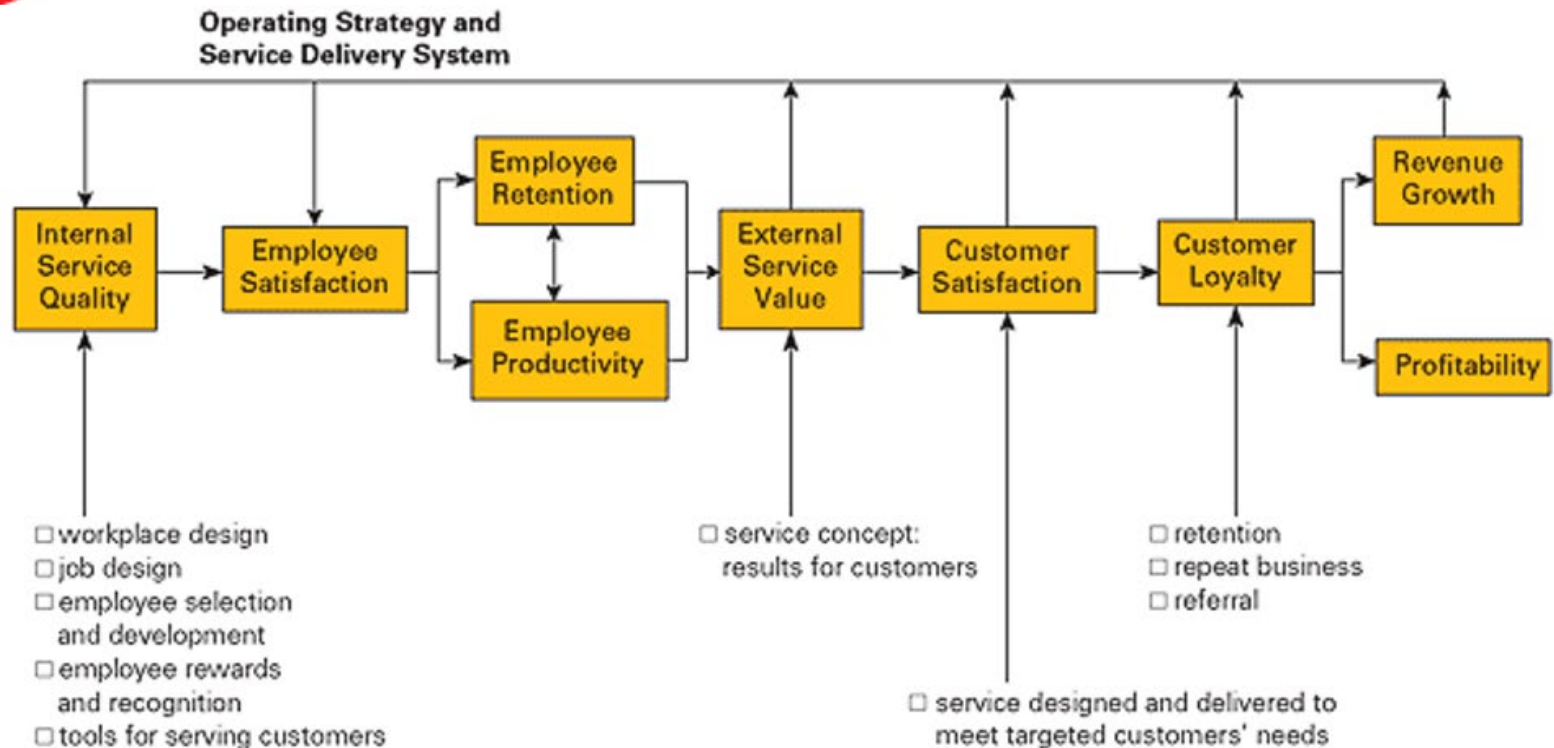
- How do I keep them engaged?
 - Get Me
 - Guide Me
 - Root for Me
- Coaching for Success





Engagement

The Service-Profit Chain



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Engagement

- What if we train them and they leave? What if we don't and they stay??
 - Act As If
 - Hire, train and reward each employee as if they are being groomed for their next position, because they are!
 - Train to Retain



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THANK YOU



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