

Charles R. Crowell, Ph.D.

Professor, Department of Psychology; Director, Computer Applications Program

Biography

Prof. Charles R. Crowell currently is in the Department of Psychology where he serves as director of the *e*Motion & *e*Cognition research lab. Also, he is director of the Computer Applications Program, a supplementary major in the College of Arts and Letters. Prof. Crowell has applied psychology and technology to learning, productivity, and performance improvement in organizations. He has published and lectured widely on topics including performance technology, organizational effectiveness, and the use of technology to assist in organizational improvement. Prof. Crowell also has worked with national and international companies on issues related to employee effectiveness, applications of technology, and management development.



Today's Lecture

“Employee-Care Zones:” Ten Best Practices for Creating One in an Organization

Perhaps you have heard of “Blue Zones.” In his book of the same title, Dan Buettner introduced us to magical places around the globe where people have extraordinary life expectancy. A closer inspection of these zones revealed that each is a place where the environment and an individual’s personal history came together to favor the adoption of healthy lifestyle behaviors that added years to one's life.

Analogously, an “Employee-care Zone” is a place where corporate culture and management practices combine to favor the adoption by employees of success-related behaviors in a way that is highly respectful of employee dignity. Establishing these zones depends importantly upon how front-line managers interact with and supervise their employees. In this talk, Prof. Crowell provides an overview of ten evidence-based practices managers can use to achieve and sustain peak employee performance and enhance employee engagement. These practices are not rocket science, but rather for the most part are common sense strategies that can be easily understood and implemented. However, using these practices will require dedication, consistency, and also may require a shift in the perspective of managers as to what aspect of their jobs is truly the most important. Also, front-line managers will need the assistance and support of their managers and company leaders to utilize these practices effectively.