

Engage!

**The Leader's Role in
Employee Engagement**

Change

There has been
more change in the last 200 years
than in the preceding 2,000,
and more change in the last 20 years
than in the preceding 200.





Employee Engagement

Winning the body, mind and spirit of employees so they feel welcome to bring their talent, energy, ambition and commitment to doing their best to their workplace.

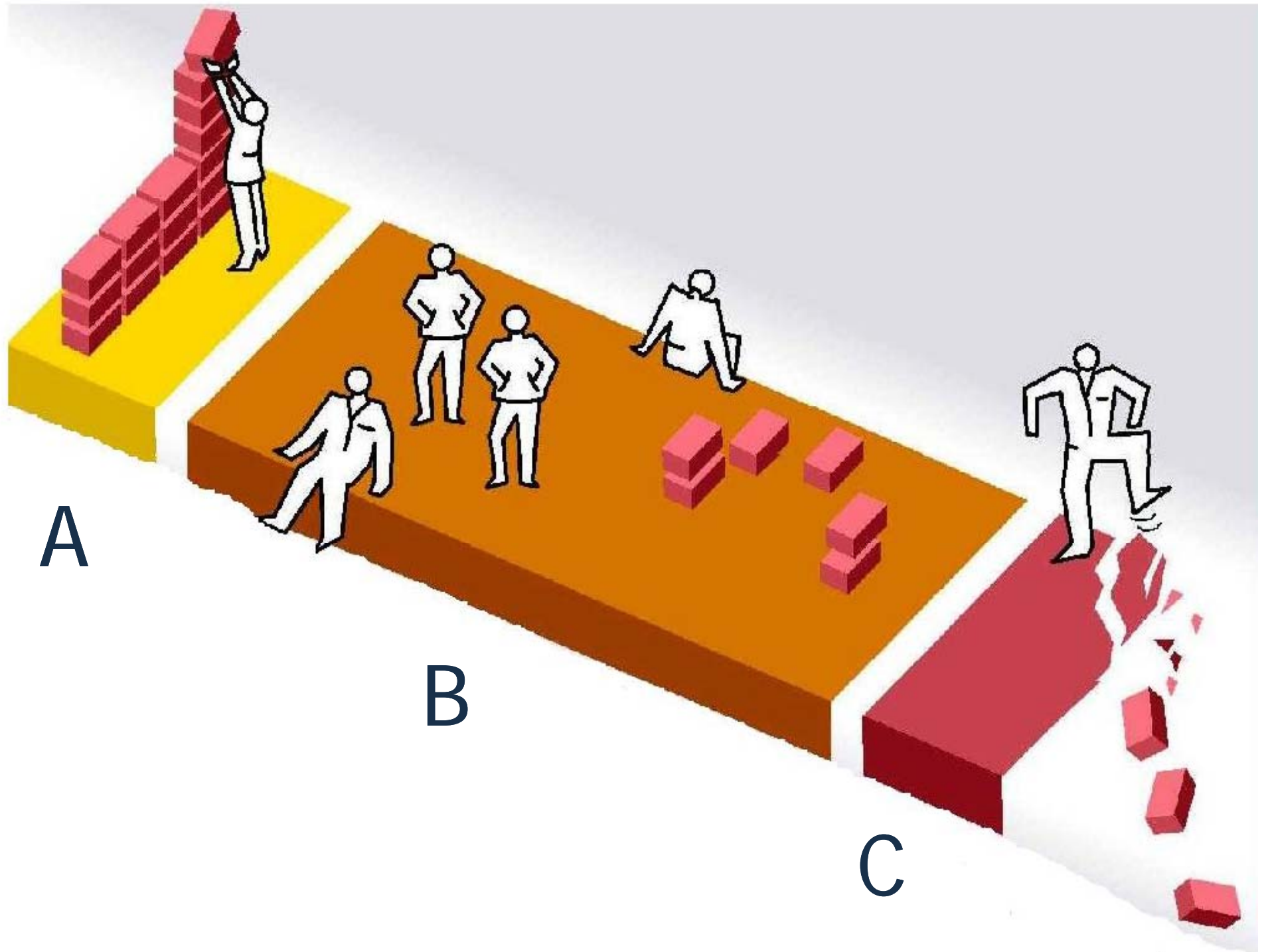
The Typical Workplace

26 % Engaged Employees

55 % Disengaged Employees

19 % Actively Disengaged Employees

2006 Gallup Management Journal



A

B

C



“If you don’t start with the workforce, how can you reach the public? Better to have 18,000 ambassadors than 18,000 assassins.”

Cambridgeshire County Council, UK

Strategy # 1

Commit to Your Role as Leader

It's All About The Leader

“The manager, whether front-line supervisor, project leader, team captain or senior manager has more power than anyone else to influence employee satisfaction and commitment.”

Marcus Buckingham & Curt Coffman
“First Break All the Rules”



Strategy # 2

Make Work Personal

*"It is time to live the lives
we've dreamed of."*

Ralph Waldo Emerson

Themes Most 95 Year Olds Mention

Be Happy NOW – don't wait

Friends & Family

Live Your Dream

Marshall Goldsmith,
Author & Consultant



LIVE
REAL
LIFE

The Difference Today

Per cent of Canadian executives that saw a direct correlation between their organizational culture and their organizational performance:

2005 - 14 %

2007 - 93 %

Waterstone Human Capital
Canada's Most Admired Corporate Cultures, 2007