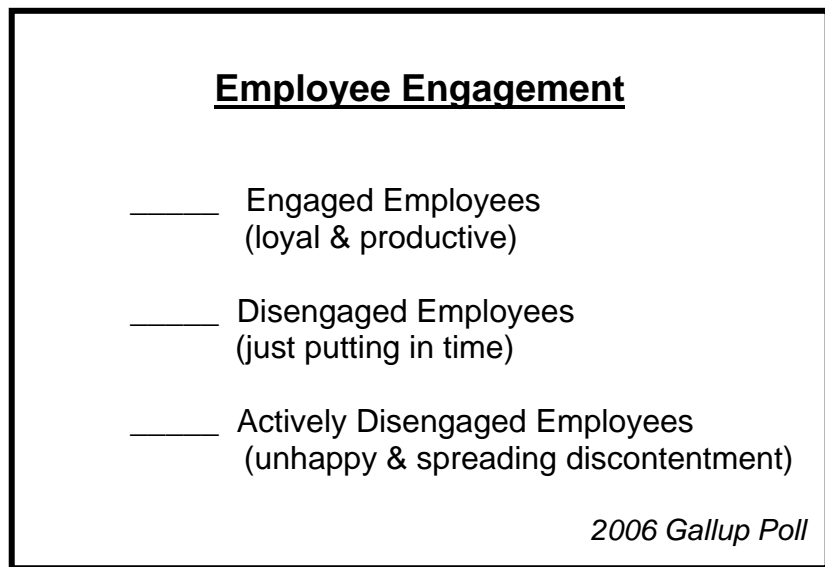


Employee Engagement

Employee engagement is 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.

Getty & Darryl Stewart

The Reality of Typical North American Workplaces



"If you don't start with the workforce, how can you reach the public? It's much better to have 18,000 ambassadors than 18,000 assassins."

Cambridgeshire
County Council, UK

The Benefits of Engaging Employees

- Improved performance
- Increased productivity
- Increased profitability
- Improved customer relationships
- Greater creativity
- Improved teamwork
- Decreased turnover
- Decreased absenteeism

These benefits have been shown consistently by studies conducted by:

The Corporate Leadership Council, 2004
Gallup Management Journal, 2006
Canadian HR Reporter, 2006
ISR (International Survey Research), 2006
Towers Perrin, 2007

Strategy # 1 – Commit to Your Role as 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,
Authors of “First Break All the Rules”*

“People join organizations, but leave managers.”

1. Step One

Check one of the following:

- I accept and commit to my role as a leader.
- I reaffirm my commitment to my role as a leader.
- I don't want to be a leader anymore and I'm going to put my employees out of their misery by resigning from my role as leader.

2. Step Two

Check one leadership skill you will commit to improving in the next month:

- Set and share your vision.
- Set clear expectations of employees.
- Communicate with employees.
- Play favourites - focus on top employees.
- Give honest feedback.
- Build on each employee's strengths.
- Be visible and accessible.
- Create opportunities for employees to learn & grow.
- Listen actively.
- Take a sincere interest in employees.
- Manage by results not activities.
- Empower employees to help shape decisions.
- Ensure my employees have the tools and resources to do their best.
- Find ways to help employees balance work and life.
- Recognize, thank and praise employees for their contributions.
- Be fair - treat each employee as an individual.
- Be sincere and authentic.
- Have fun!

“ I cannot do everything, but I will not refuse to do the something that I can do.”

Helen Keller

Strategy # 2 – Make Work Personal

*“It is time to live
the lives we’ve dreamed of.”*

Ralph Waldo Emerson

1. Step One

Ask yourself and your employees what they dream of.

What Today's Employees Want

Generation Y (born in the 80's) and Generation X (born between 1964-1982) are more motivated by personal fulfillment opportunities on the job than by monetary rewards.

Gregory Smith
Author "The New
Leader"

2. Step Two

Find ways that will help you and your employees work towards what is most important – to “the lives we’ve dreamed of”.

Here are just a few ideas to get you started.

- Take the time to get to know each team member.
- Give them what they want – challenges, opportunities for growth, autonomy, responsibility, feedback, recognition.
- Consider flexible work arrangements.
- Celebrate personal successes.
- Consider community focused events that make people feel good about their organization and themselves.
- Have fun!

The most powerful part of this process is the time, energy and effort you, the leader, take to talk with your employees about what matters most to them. When you show them you care about them as a whole person, they will engage.

“The top engagement driver is employees’ belief that their manager has their best interests at heart. Sadly, only 4/10 employees believe this is true for them right now.”

Towers Perrin, 2007/2008