

Executive Summary

Create a Culture of Employee Engagement

Introduction: This workshop helps leaders understand the impact they have on employee engagement and introduces them to six strategies to create a culture of engagement.

Payoff: After completing this workshop, participants will:

- Understand the powerful link between employee engagement and business results.
- Know their own level of engagement and the current engagement level of their team.
- Be able to apply six strategies to create a culture of engagement.
- Have a specific action plan for improving employee engagement on the job.

An **engaged employee** is someone who:

- Is fully involved in and enthusiastic about their work.
- Focuses on their work efforts and overall productivity to benefit customers and advance the company.
- Feels a positive emotional attachment to the well-being and success of the company.
- Is committed, loyal and willing to do whatever they can for the company.

Here are the six strategies individual leaders can use to create a culture of engagement:

1. **Demonstrate Emotional Intelligence.**

Emotional Intelligence, as defined by Daniel Goleman, involves managing feelings so that they are expressed appropriately and effectively, enabling people to work together smoothly toward their common goals.

According to Goleman, four major skills make up emotional intelligence:

- Self-Awareness
- Self-Management
- Social Awareness
- Relationship Management

2. **Set clear expectations** so employees know what is expected of them and stay actively involved in setting their performance goals.
3. **Allow people to do meaningful and challenging work**, intentionally providing employees with opportunities to best utilize their strengths on the job.
4. **Listen to learn, not to respond.** Rather than listening to prepare a response, leaders need to ask questions that will help them learn and promote employee engagement.
 - What do you think?
 - What's your opinion?
 - How do you want to proceed?
 - What do you need from me?
5. **Be visible.** Proactively interact with direct reports as part of your daily routine. Create a visibility action plan!
6. **Reward and recognize contributions.** This goes a long way toward enhancing an employee's sense of belonging, appreciation and support.

Summary: According to Gallup, disengaged employees cost U.S. companies \$450-\$550 billion in productivity losses annually. In this workshop, leaders have an opportunity to assess their own and their team's level of engagement and gain insight on how to implement six strategies to be more effective at creating a culture of employee engagement.