



# Creating a Culture of Engagement - The ROI of Transparency and Communication

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Disengaged employees make up approximately  
71% of the workforce in the US

- Gallup - State of the American Workplace report, February 2017





# Today

- What is a Culture of Engagement
- The Drivers
- Steps Forward
- Management
- Perks, Benefits, and Extras



# The Whats and the Whys





# Disengaged Employees





# Disengaged Employees



# Turnover is Expensive!





# Ice Cream $\neq$ Engagement



(but it should)

# Better Engagement Brings

- Increased productivity
- Stronger retention, satisfaction
- Better communication
- Higher creativity
- Increased happiness
- Attraction when recruiting top talent





# Satisfied vs Engaged Employees

## **Satisfaction is about**

- Doing my job
- Making me successful
- Personal commitment

## **Engagement is about**

- Doing my job above and beyond
- Making me AND the company successful
- Mutual Commitment



# The Drivers of Engagement





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- Define and evangelize your mission, vision, and purpose



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- Clarify roles, expectations, and advancement opportunities





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# The Drivers of Engagement

- Define and evangelize your mission, vision, and purpose
- Clarify roles, expectations, and advancement opportunities
- Regular feedback and course-correction
- Honest internal communications





# Foundational Steps



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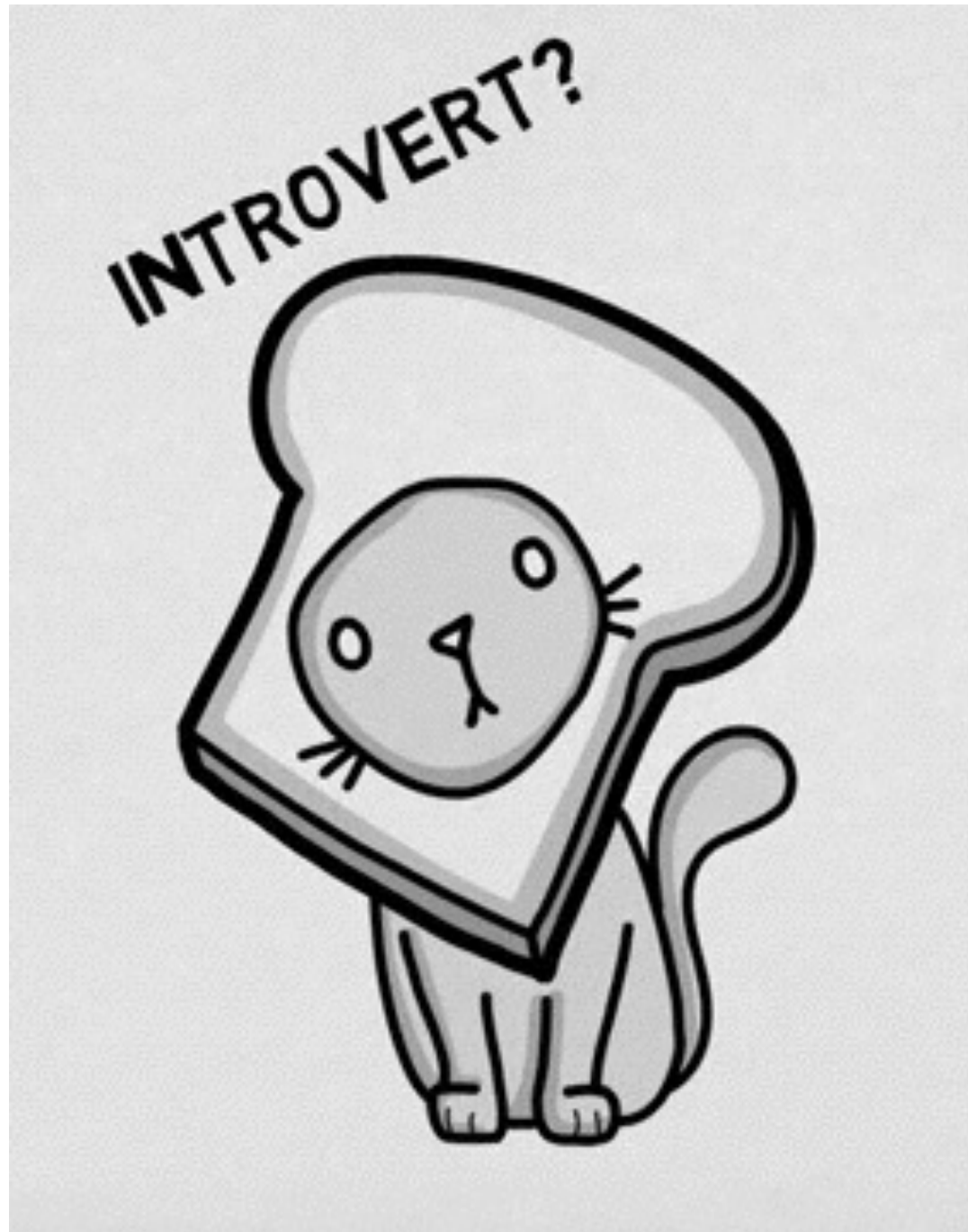
- Recognize employees are just as important as clients
- Create an realistic, honest and solutions-focused evaluation / recognition system
- Regularly encourage group activities, dialogue, check-in.
- Communications are clear, transparent, and direct
- Celebrate the work



# The Good, the Bad, & the Ugly



# Introverts



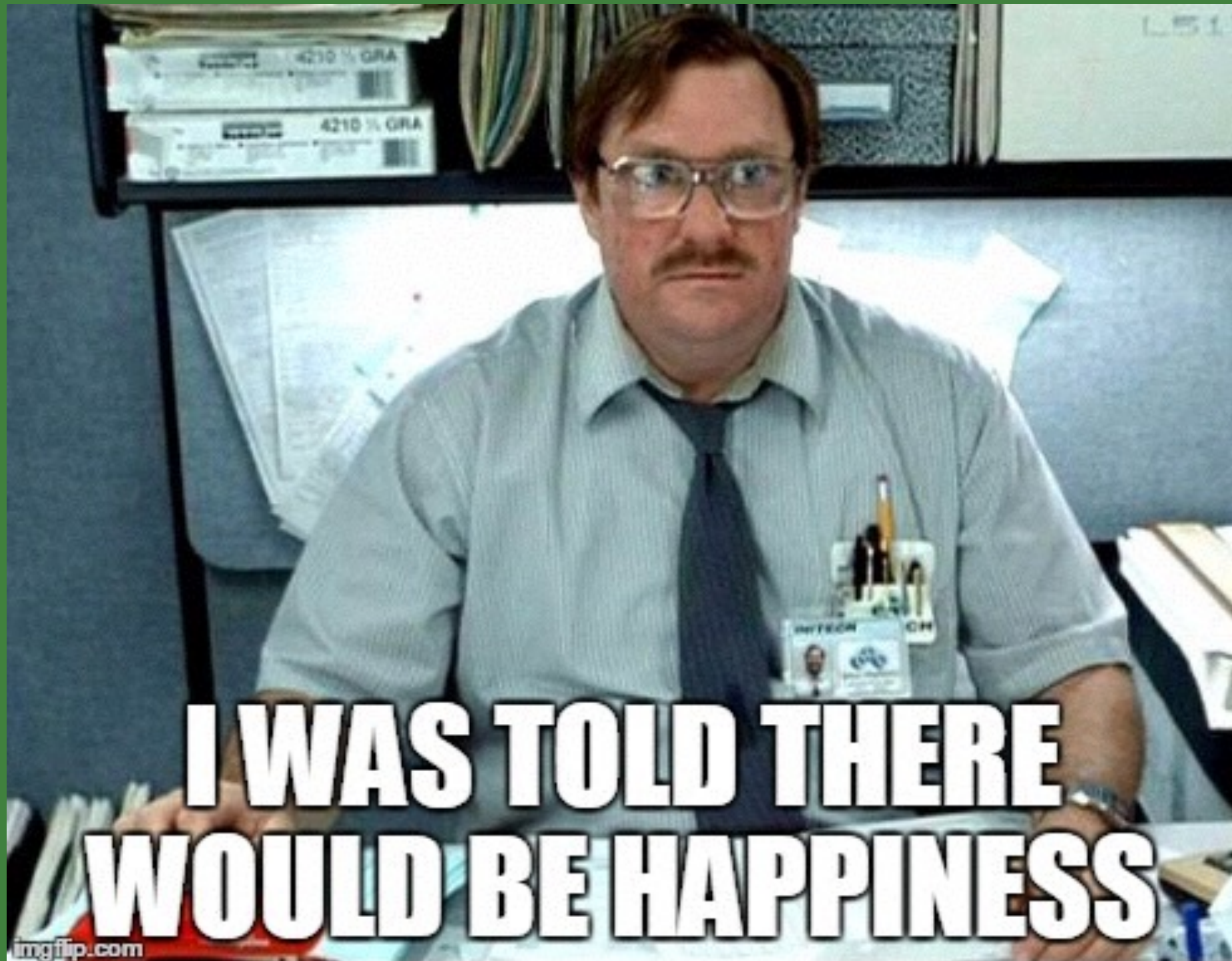
# Communications

- Be willing to have difficult conversations
- Set a good example
- Communicate consistently and transparently
- Take suggestions (and be willing to act on them)
- Work with leadership on communication skills





# Perks, Benefits, and Extras



# Perks, Benefits, & Extras

- Professional Development
- Team or departmental bonding
- Individual Recognition
- Competitive pay and benefits?



# Engagement is About

Capturing your employees heads  
and their HEARTS

Resulting in discretionary effort

Which is the MAGIC DUST



Leading to superior business results





**Thank you!**  
**Q&A**





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YOU THINK?**

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