

Creating a Culture of Engagement



Creating a Culture of Engagement is a highly interactive two-day instructor-led experience in which leaders learn how to increase employee engagement and strengthen teams, leading to tangible business results. It is a hands-on, process-oriented, action learning session. The focus is on what the organization needs to do, as well as what individual leaders need to do, to create collaborative teams and a culture of engagement.

The purpose of *Creating a Culture of Engagement* (CCE) is for leaders:

- To understand they have the responsibility for creating a culture of engagement for their own team and across their organization
- To understand the five critical elements of creating a culture of engagement
- To know what they must do to create the five elements of an engagement culture in their own team and organization

Leaders need to understand employees have a choice to be engaged or not. The leader's role is to actively and intentionally work to create a culture of engagement. There are five elements that need to be addressed, as shown on the following page.

Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, CCE includes components and activities that enhance Participant Readiness and Learning Transfer.

Participant Readiness: Online Engagement Audit

To maximize the learning experience and engage leaders before the session, the direct reports of participants complete an online Engagement Audit. These direct reports rate the organization's leadership team collectively on how well they execute in providing each of the five elements of engagement. During the session, leaders receive an organizational summary of the

Engagement Audit results. The report shows the strengths and greatest needs for each of the five engagement elements.

Learning Transfer

This workshop is designed to be flexible and dynamic in its content and implementation, based on the needs and priorities of the client organization. Most organizations take the Engagement Audit score, identify the engagement elements with the greatest gaps, and focus the hands-on action learning exercises on the elements with the greatest need.

During each of the modules, leaders learn how each element contributes to a culture of engagement. An expert facilitator, skilled in process facilitation, leads exercises and activities and uses tools to guide leaders through discussions on each of the five elements and the implications from the audit results. The trainer then helps leaders identify actions they can take to create the conditions necessary to maximize the power of the targeted element across the organization.

During the session, best practices in instructional design, process facilitation, and adult learning are utilized to create a dynamic learning environment, including hands-on problem solving, planning, and application exercises.

Course concepts are reinforced with a Resource Guide. This Resource Guide is provided for all five elements and includes resources such as articles, supplemental reading, and application tools and exercises.

Five Elements of a Culture of Engagement

Opportunity	Engagement happens when employees feel they are part of something important and have something to believe in
Personal Accountability	Engagement happens when employees are expected to give their best and know what they are being held accountable for; when this is the case, personal accountability increases
Connectedness	Engagement happens when employees feel connected with each other, focus on mutual interest, and operate with shared responsibility
Inclusion	Engagement happens when employees are well informed, involved, and able to openly express their thoughts and feelings; simply stated, people want to feel “in” on things
Validation	Engagement happens when employees feel they matter—that they have a valued place in the organization

Continued

To further drive application and business results, we encourage clients to tailor the learning components to ensure maximum impact.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.