

Brand Attracts... Engagement Retains!

Presented by:

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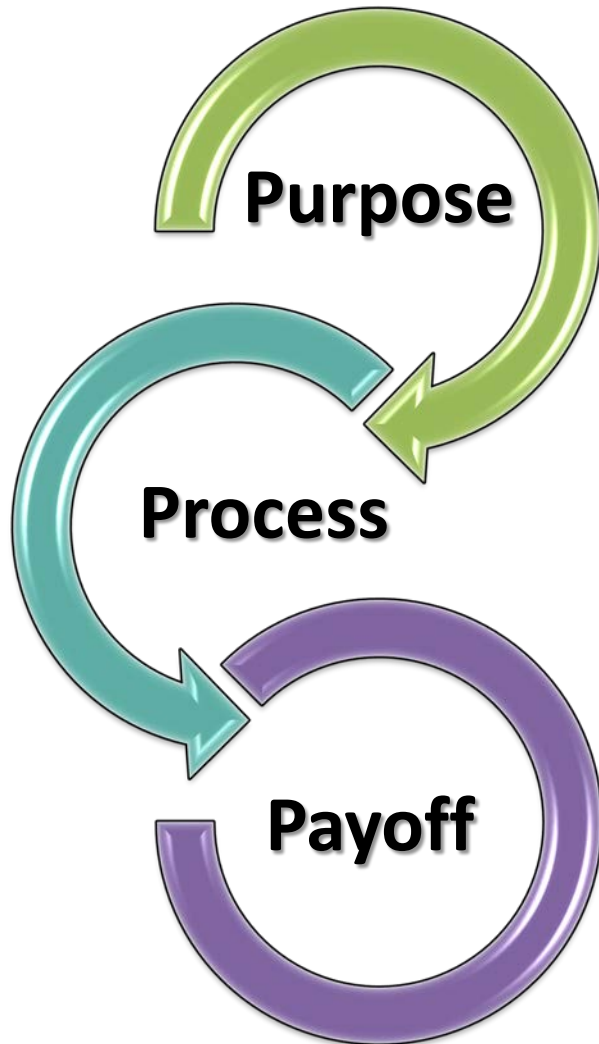
Celebrating 50 Years!

WILSON LEARNING® 

Orlando, Florida



Purpose, Process, Payoff



- Challenge you to think about engagement in an actionable way!
- The Business case for engagement
- The 5 elements that leaders can affect to enable engagement in their organisation
- Clarity about ways that you can make a difference in your organisation.

An overhead photograph of two men in business attire sitting in orange chairs on a dark wood floor. The man on the left is wearing a pink shirt and a patterned tie, gesturing with his hand. The man on the right is wearing a light blue shirt and is writing on a white sheet of paper with a yellow pencil. A laptop is open on the floor next to the man in the pink shirt. A white coffee cup sits on a saucer in the bottom right corner.

78%

of business and HR leaders rate Retention and Engagement as urgent or important

Schwartz, Bersin & Pelster (2014). Global Human Capital Trends 2014: Engaging the 21st-century workforce

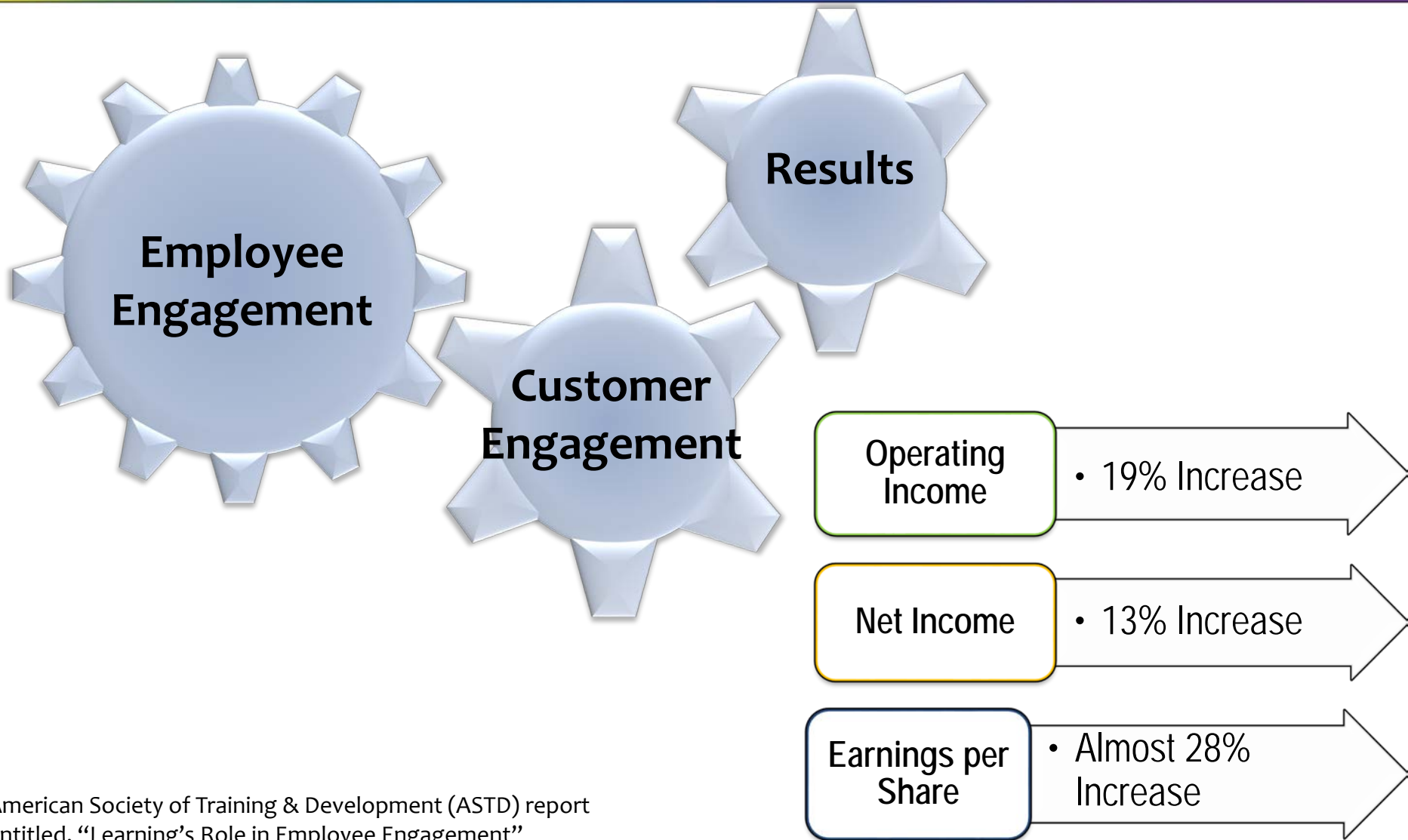
79%

believe they have a significant retention and engagement problem

*You can't have engaged customers without
engaged employees.*



Business Results



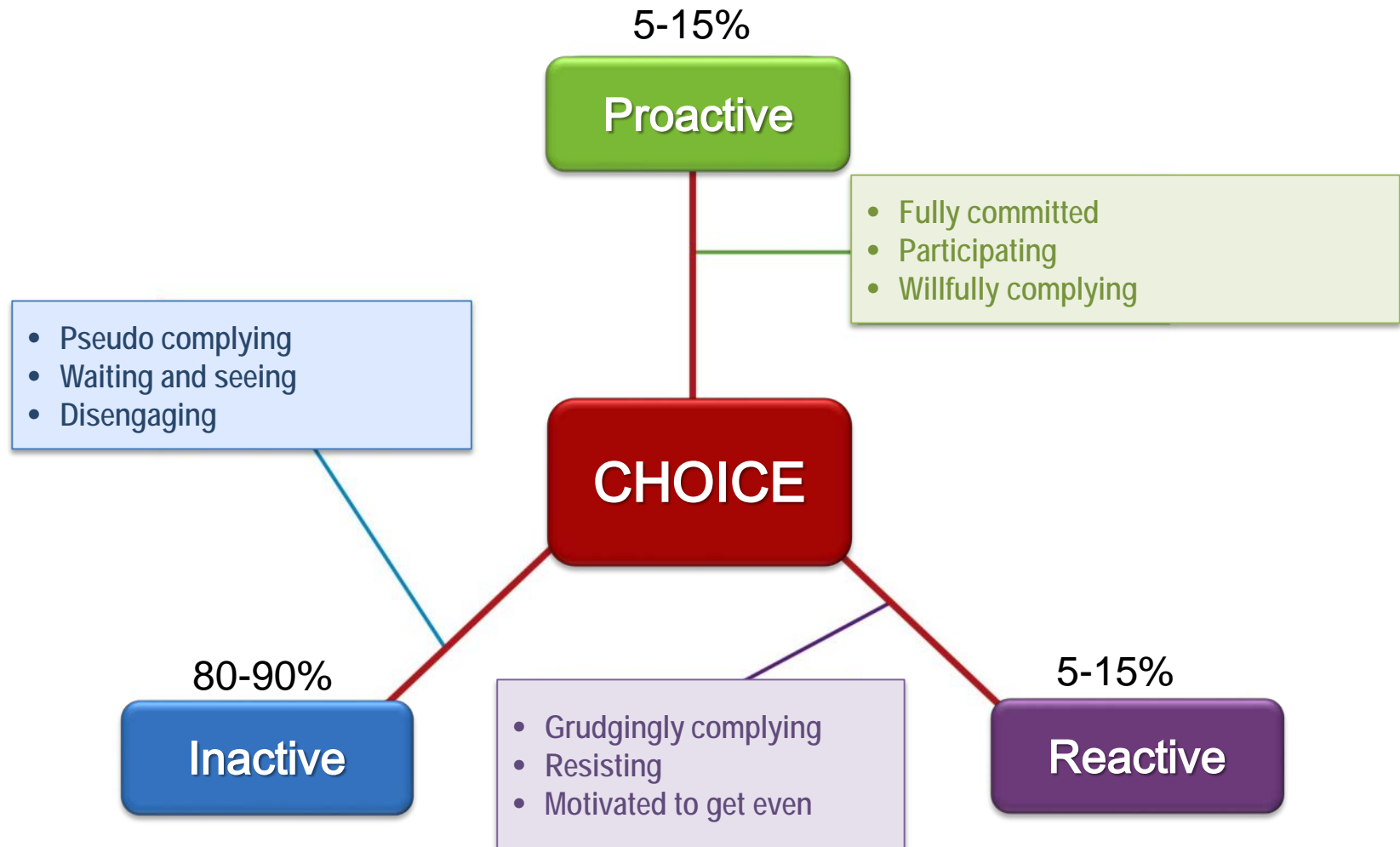


What Business Are We In?



*“The energy business—
human energy”*

The Choice Model



What influences the choice of engagement??



A sense of opportunity



Clear focus and expectations



A demonstrated interest in employees



Feeling informed



Involvement with others in authoring the future



A leader's example



Leadership's Role

The role of leadership is to actively and intentionally work to create a culture of engagement.

You do this by:

- Being a positive role model for the beliefs, practices, customs, and behaviours *you want* shared by all members of the organisation.
- Encouraging people to *understand and share* those same beliefs, practices, customs, and behaviours

Definition of Work Culture



Culture occurs when your organisation shares certain beliefs, practices, customs, and behaviours that are common to the majority of employees.

Creating a Culture of Engagement



Opportunity



**Personal
Accountability**



Connectedness



Inclusion



Validation



Opportunity

Engagement happens when people feel they are part of something important, and have something to believe in.



Opportunity: Key Points

Leadership needs to focus on creating what they want

What the potential is for the organisation?

“Realistic Optimism”

Leadership needs to connect individuals value contribution

What is the individuals value contribution?

Individual and organisational potential

Leadership needs to communicate Vision/Mission/Strategy statements

How good can we get?

Clarity of direction and alignment



Personal Accountability

Engagement happens when people are expected to give their best and know what they are being held accountable for. When this is the case, personal accountability increases.





Personal Accountability: Key Points

Leadership needs to focus on Goals

Performance Goals

Behavioural Goals

Leadership needs to overtly articulate expectations

Hold individuals accountable

Individuals can hold themselves personally accountable



Connectedness

Engagement happens when people feel connected with each other, focus on mutual interest, and operate with shared responsibility.





Connectedness: Key Points

Leadership needs to establish trust

Trust of leadership/organisation

Support from colleagues

Leadership needs to facilitate high level of connectedness

Eliminate silos

Within the team and organisation

Leadership needs to foster a mindset of collaboration

Mutual interests

Shared responsibility



Inclusion

Engagement happens when people are well informed and involved, and have an opportunity to openly express thoughts and feelings. Simply stated, people want to feel “in” on things.





Inclusion: Key Points

Leadership needs to openly include employees

Including employees creates engagement

Suppressed communication naturally create disengagement

Systems need to ensure information is flowing

Information flow is not solely dependent on the leader

Information sharing is occurring at all levels



Validation

Engagement happens when people feel that they matter—that they have a valued place in the organisation.





Validation: Key Points

Leadership needs to show interest in individuals

Personally support, reward and develop employees

Systems in place

Leadership needs to ensure people feel like they "matter"

"Acts of Interest"

Respect even those employees that leave

Key Points

Focus on the 5 Elements of an Engagement Culture at both Organisational and Leadership levels

Assess the skills of your leaders to develop a culture that engages employees and ultimately customers

Identify the gaps and the specific skills needed to promote a culture of engagement

Create a plan to address the skill gaps in individuals and leaders

Address organisational issues needed to support a culture of engagement



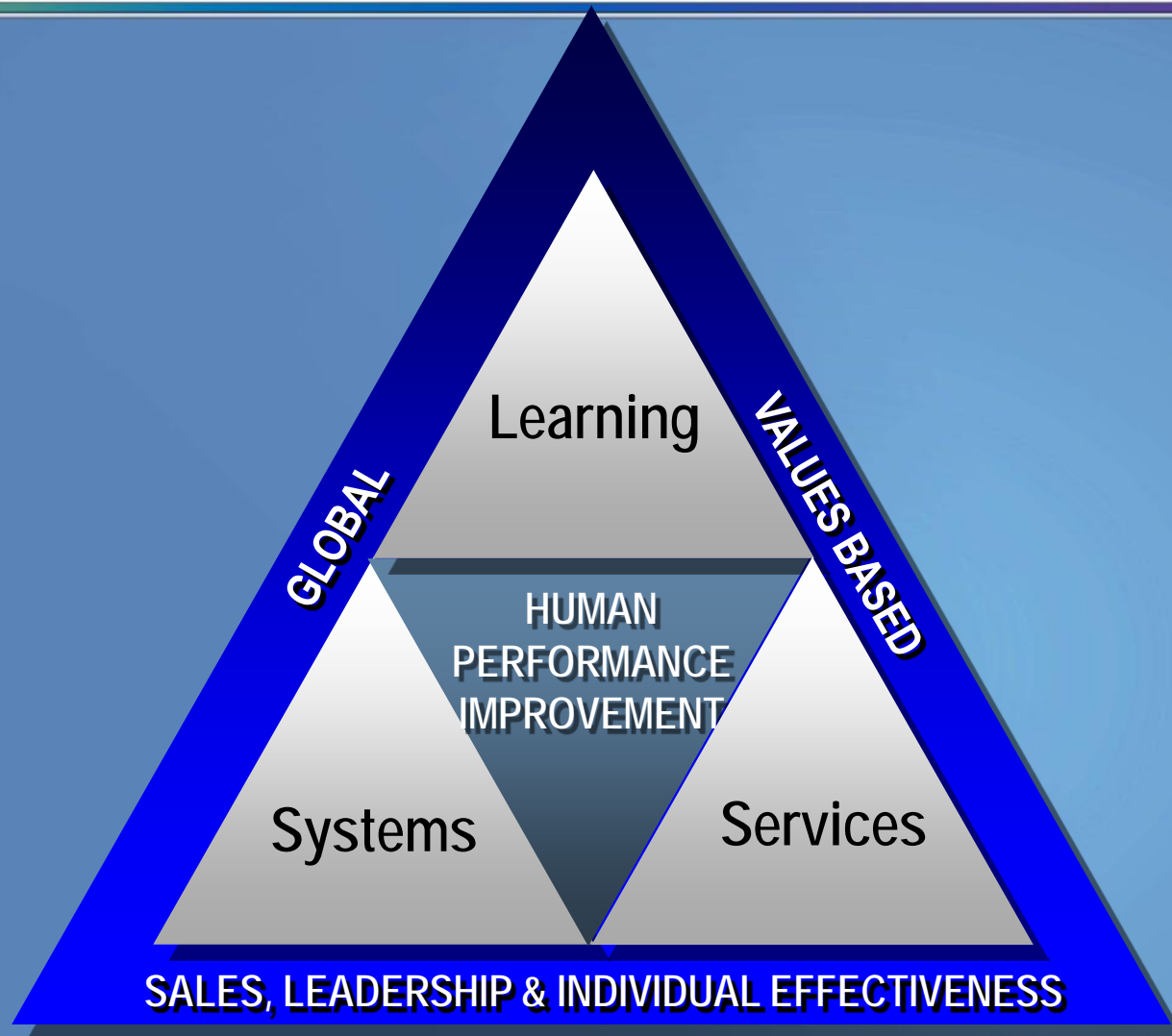
Using the Audit

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	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree	Average Score
Culture of Opportunity							
Leadership creates excitement around their view of where the organization is going.	1	2	3	4	5	6	
I know my work contributes to the success of the organization.	1	2	3	4	5	6	
Current Strength:							
Potential Opportunity:							

	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree	Average Score
Culture of Personal Accountability							
I am held accountable for performing to the best of my ability.	1	2	3	4	5	6	
I have a clear understanding of what actions are appropriate ways to meet my objectives.	1	2	3	4	5	6	
Current Strength:							
Potential Opportunity:							

Wilson Learning Core Capabilities



Ways to Continue the Learning

Stand

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- Email
 - ▲ info@wilsonlearning.co.uk
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Thoughts and Reactions

Stand 345 - Wilson Learning

Thank You!

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