Seven Steps
to Become an
Engagement Role Model for Employees

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Introduction

- Engagement is the backbone of the business.
- Engagement drives business results.
- Engagement is about the “I”.
Poll

Are you engaged?  (Yes, No, Don’t Know)
Engagement is...

- Engagement is the result of the implicit contract and experience that exists between employee and employer.

- Engagement is dynamic, intrinsic, and individual.

- It’s all about the “I”.
How do your employees become engaged?
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- Manager-employee relationship
How do your employees become engaged?

• Intrinsic motivation
How do your employees become engaged?

- Leadership
How do your employees become engaged?

• Performance management
How do your employees become engaged?

- Career development
How do your employees become engaged?

- Financial and external incentives
How do your employees become engaged?

• Organizational image
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- Brand alignment
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What is your role as a manager in the engagement of your employees?
7 Facts and Myths about Your Role as Engagement Role Model
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Your employees’ level of engagement reflects yours
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Your “one size fits all” management style fosters employee engagement.
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Having a strong business sense is unnecessary to promote employee engagement
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Building relationships with your employees means becoming their friend.
Measuring employee engagement two or three times per year is a waste of time.
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Your employer-employee contract does not affect your own engagement
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How you live the brand does not affect how others see you.
7 Facts and Myths about Your Role as Engagement Role Model

- Your employees’ level of engagement reflects yours - **Fact**
- Your “one size fits all” management style fosters employee engagement – **Myth**
- Having a strong business sense is unnecessary to promote employee engagement – **Myth**
- Building relationships with your employees means becoming their friend – **Myth**
- Measuring employee engagement two or three times per year is a waste of time – **Myth**
- Your employer-employee contract does not affect your own engagement – **Myth**
- How you live the brand does not affect how others see you – **Myth**
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ALIGNMENT
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Ensure alignment of all engagement drivers taking into consideration that all employees have unique values, beliefs, attitudes, backgrounds, knowledge, experiences, and expectations.
7 Characteristics of an Engagement Role Model

• Communication
• Listen (hear what they are not saying)
• Value diversity
• Knowledgeable
• Respect
• Focus
• Flexibility
How can you measure your effectiveness as an engagement role model for your employees?

- Surveys
- Team loyalty
- Employee satisfaction and retention
- Review from company leaders
- Business results
7 Steps to Become a More Effective Role Model

• Know your role.
• Be consistent.
• Be aware of others’ perceptions.
• Be a policy advocate.
• Shape individual employee engagement experience.
• Be knowledgeable of others’ roles and responsibilities.
• Be the voice of management.
More tips...

- Make sure that you are clear about expectations before communicating them
- Share company strategy
- Allow time for employees to become engaged
- Don’t be afraid to make changes
- Take risks
Remember ...

- You are being watched.
- Create a climate of trust.
- Confront fear.
- Employees decide if they want to be engaged.
- Practice and preach support for learning and development.
- Invest in your own development.
QUESTIONS
Final Thoughts

It’s all about engagement and it’s all about you.

Thank you