

Seven Steps
to Become an
Engagement Role Model for Employees


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and

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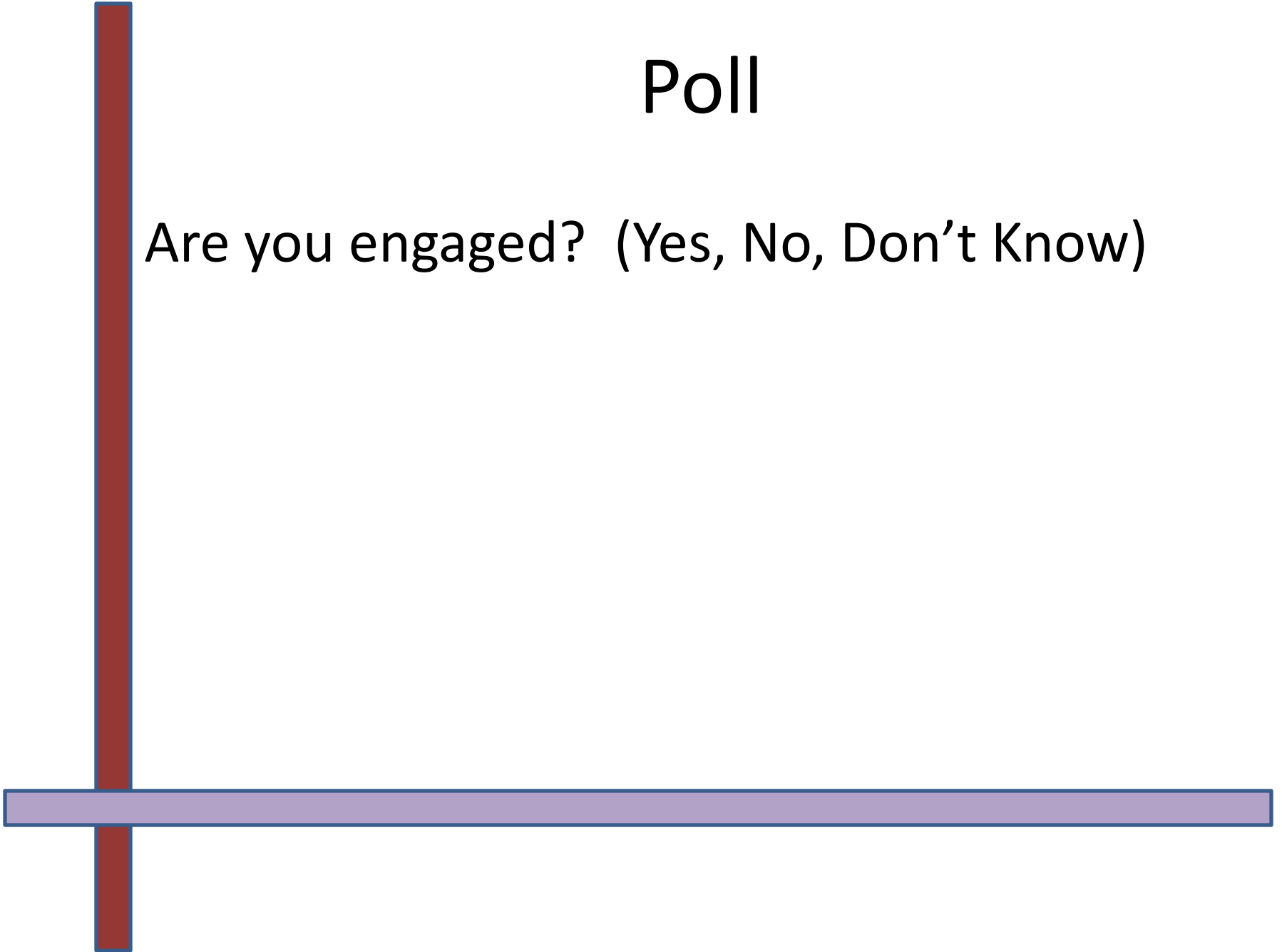


Introduction

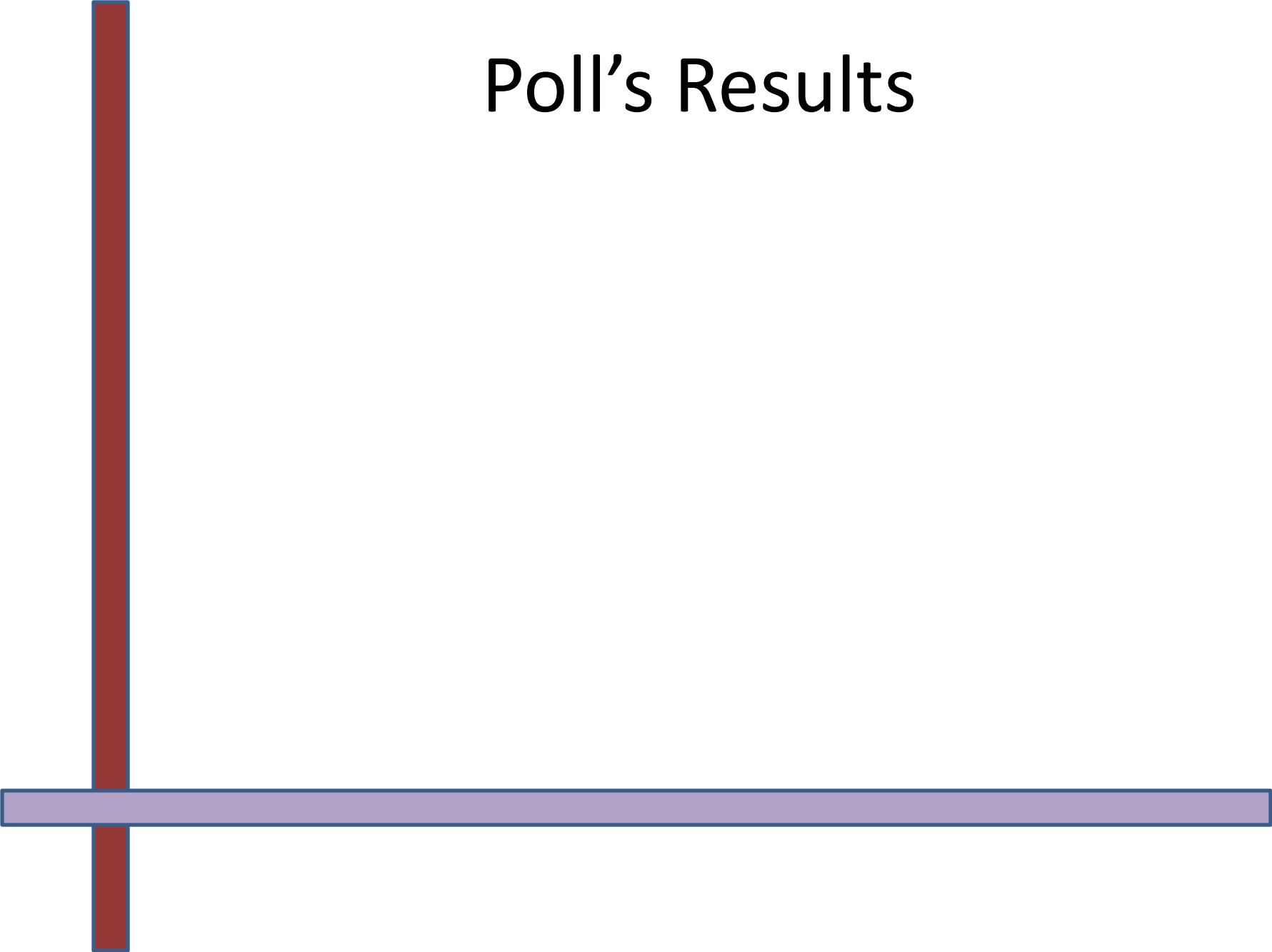
- Engagement is the backbone of the business.
 - Engagement drives business results.
 - Engagement is about the “I”.
- 

Poll

Are you engaged? (Yes, No, Don't Know)




Poll's Results





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




How do your employees become engaged?

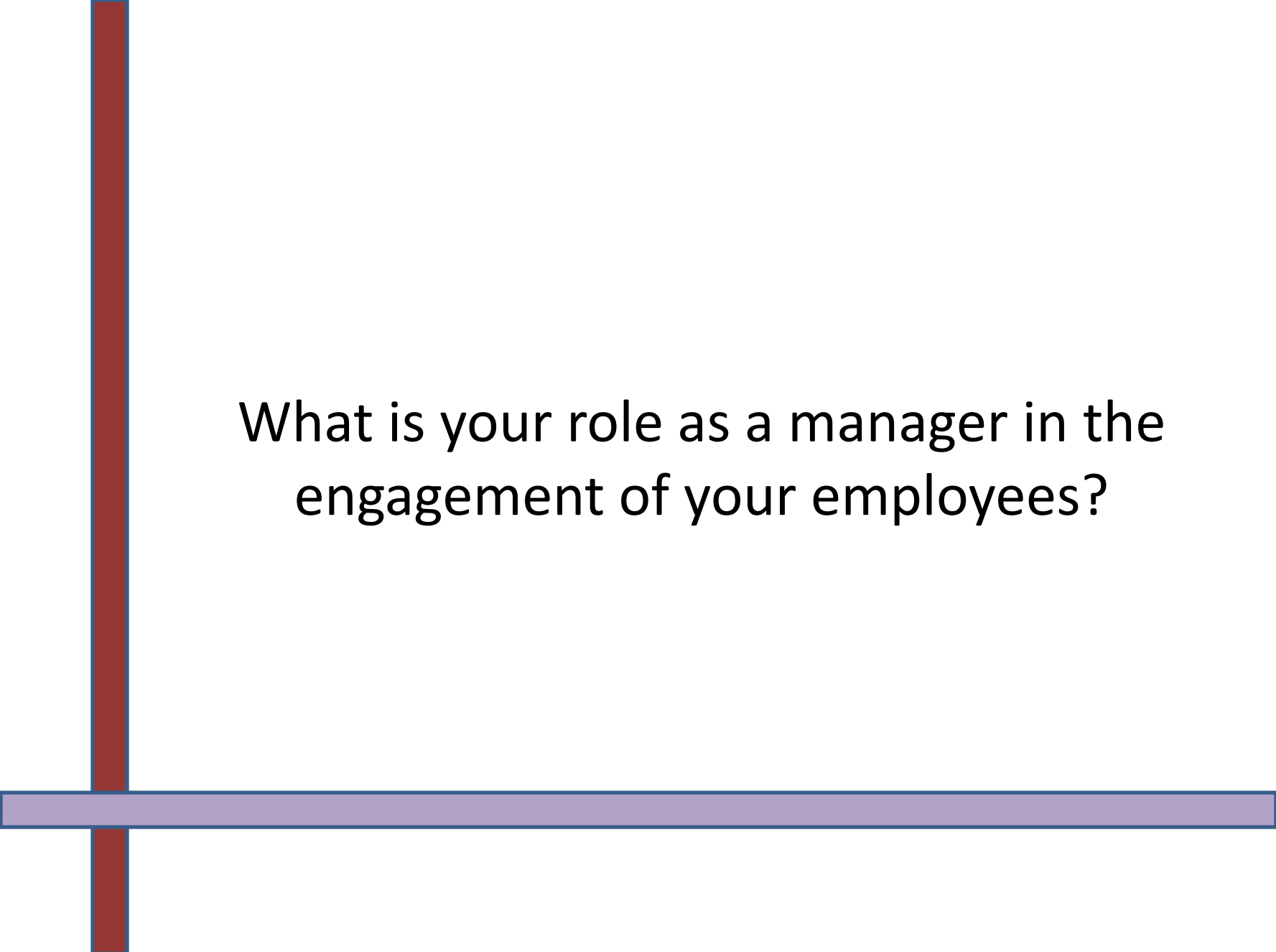
- Brand alignment





How do your employees become engaged?

- Manager-employee relationship
 - Intrinsic motivation
 - Leadership
 - Performance management
 - Career development
 - Financial and external incentives
 - Organizational image
 - Brand alignment
- 



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.





7 Facts and Myths about Your Role as Engagement Role Model


Having a strong business sense is
unnecessary to promote employee
engagement





7 Facts and Myths about Your Role as Engagement Role Model


Building relationships with your employees
means becoming their friend





7 Facts and Myths about Your Role as Engagement Role Model


Measuring employee engagement two or
three times per year is a waste of time





7 Facts and Myths about Your Role as Engagement Role Model


Your employer-employee contract does not
affect your own engagement





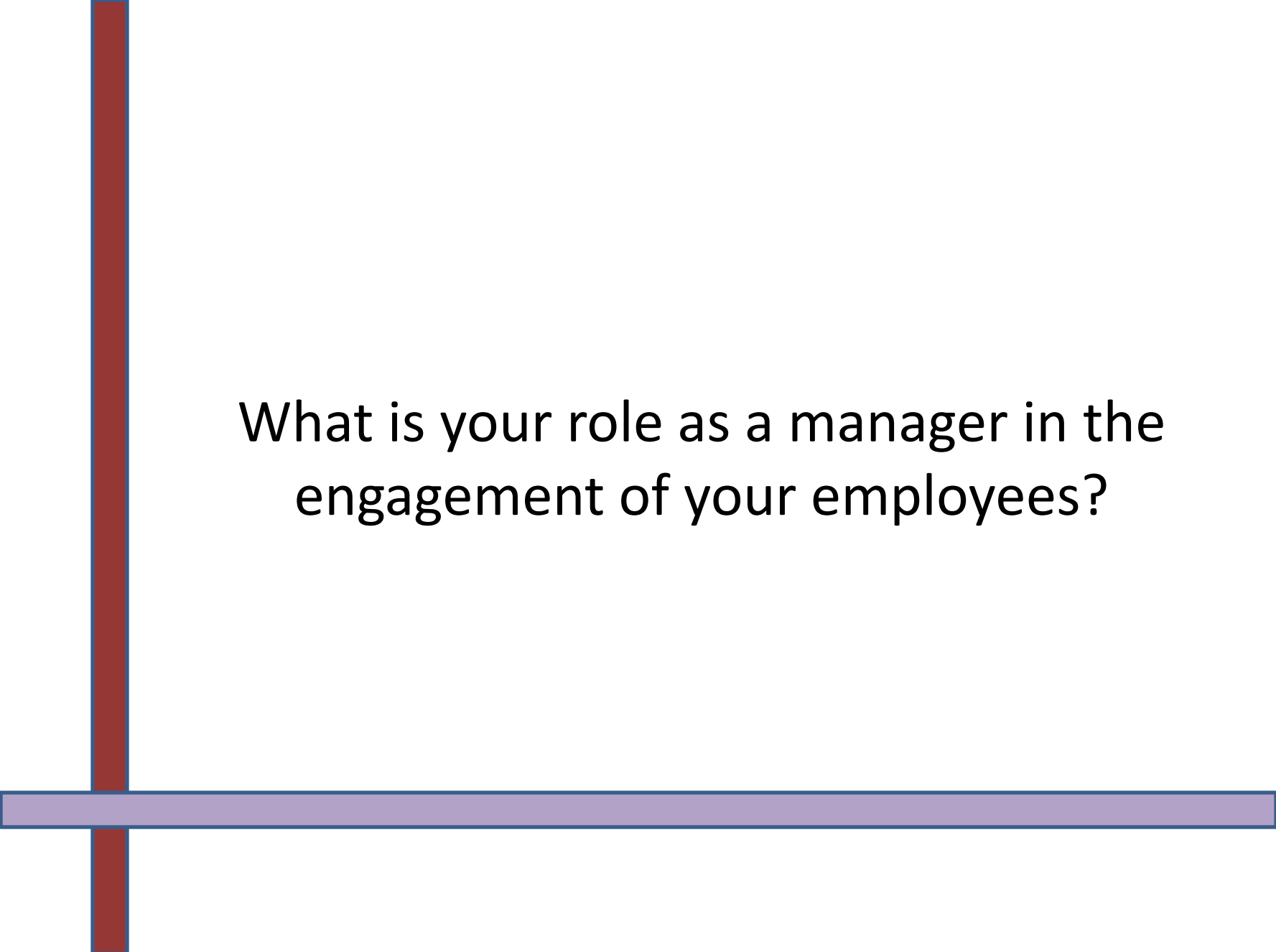
7 Facts and Myths about Your Role as Engagement Role Model

How you live the brand does not affect how
others see you.

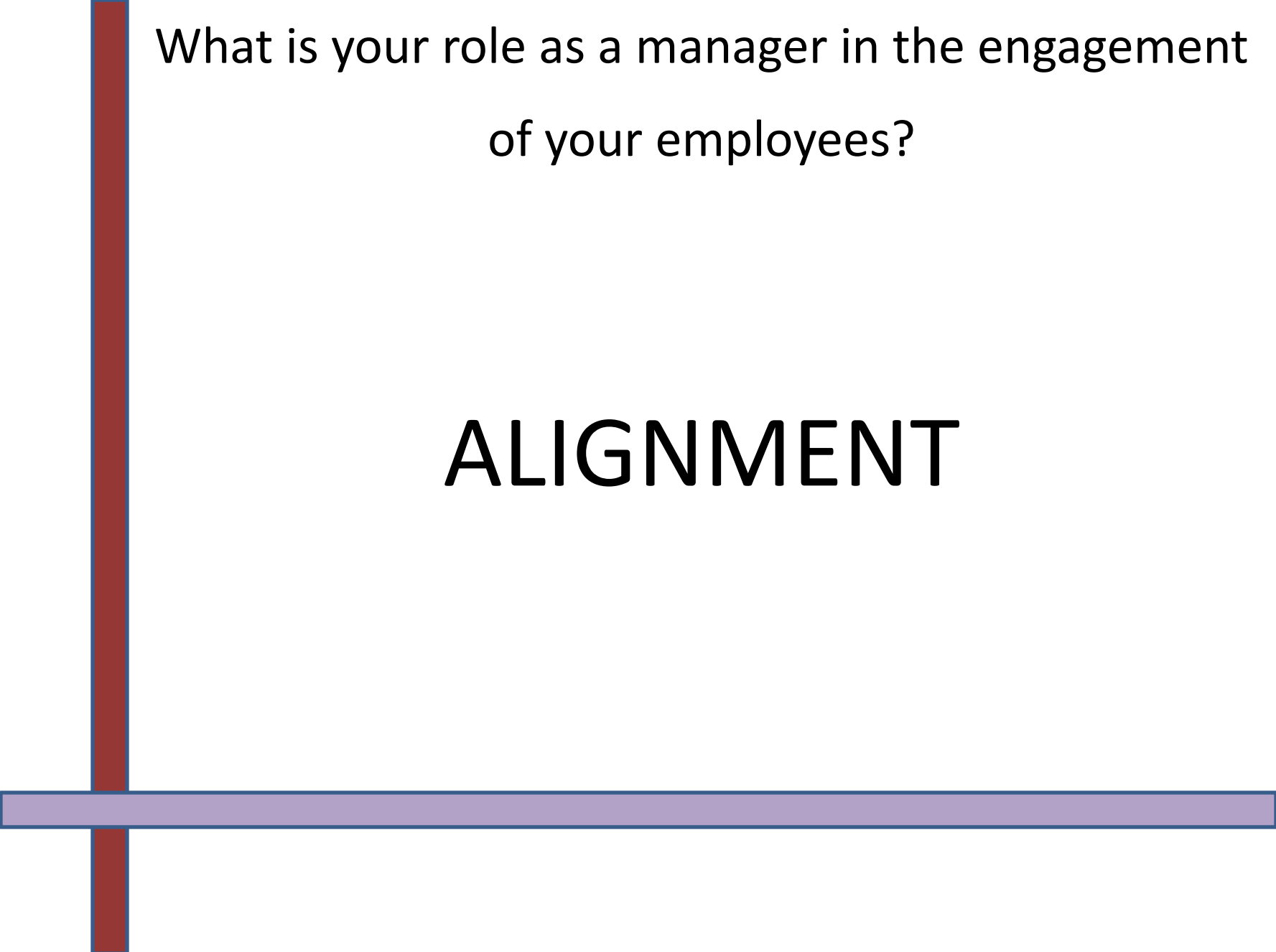


7 Facts and Myths about Your Role as Engagement Role Model

- 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**

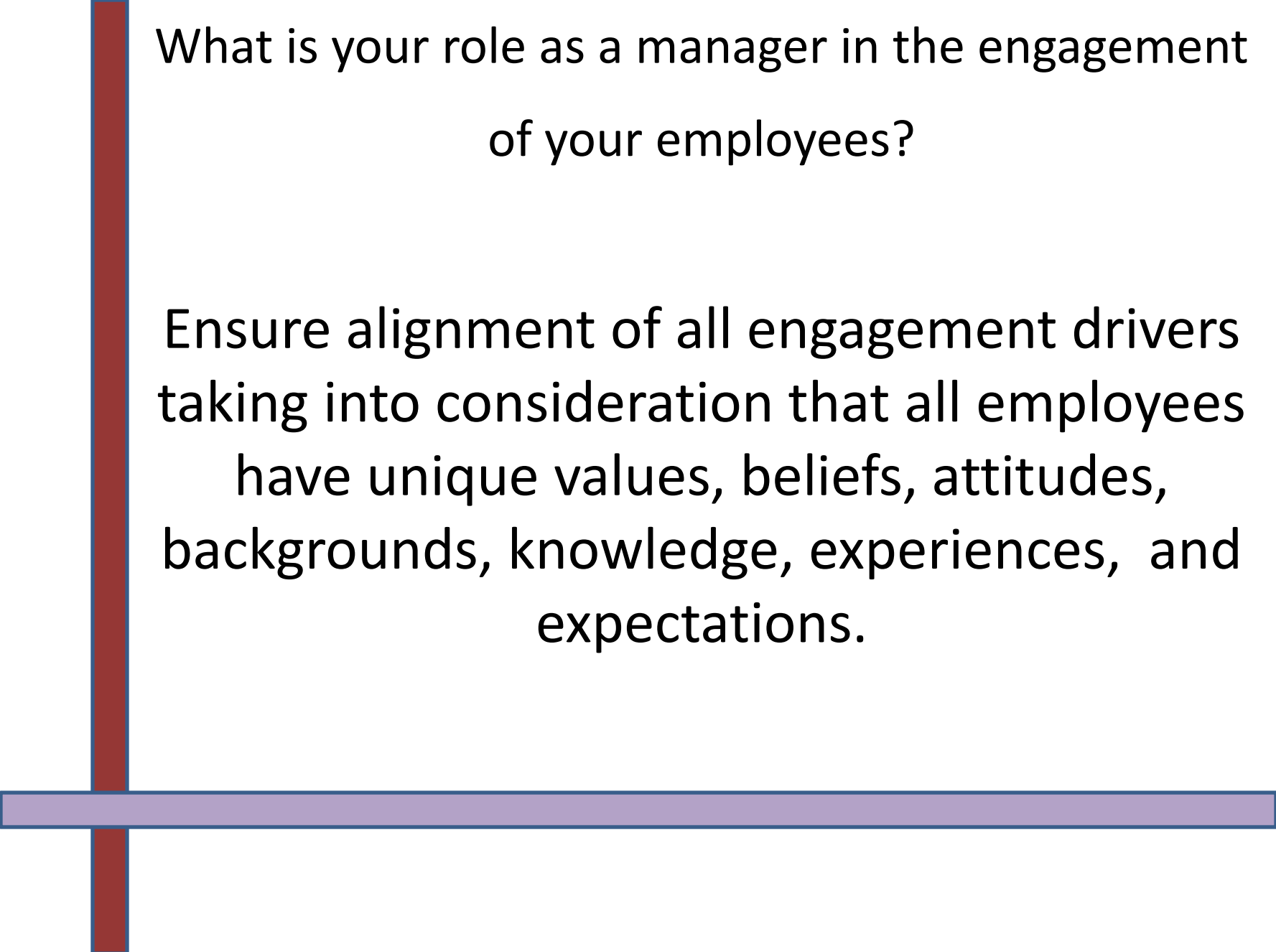


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ALIGNMENT





What is your role as a manager in the engagement
of your employees?

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