Engagement

The Engagement workshop is designed to distinguish engagement – what it is and what it isn't – and the principles that have individuals and teams become engaged, initiate, and deliver results that a) fulfill the concerns, and b) are consistent with the values and objectives of the enterprise. What makes the topic complex is that engagement is partly created by organizations, but is equally created by the perceptions, attitudes, beliefs, and behaviors of an organization's employees, customers, and venders.

Engagement is a cultural experience that can foster innovation, continuous improvement, growth and development and increase productivity. Among the positives, Gallup Management Journal studies of employee populations in the U.S and the UK have shown a) engaged employees feel a strong emotional bond to the organization that employs them, b) 84% of highly engaged employees believe they can positively impact the quality of their organization's products and services, and c) 72% of highly engaged employees believe they can positively affect customer service. But the study also shows only 29% of employees are actively engaged in their jobs. So what's missing? What's the source of the breakdown?

In this workshop participants will explore the attributes of an engaged population, what is present, operable, and intrinsic to the culture vs. what might be present in non-engaged environments. Like any tribal entity, when an enterprise values engagement the tribal culture will argue for cooperation, communication, and collaboration – for being about finding new ways to contribute to the greater good of the "tribe".

Objectives

- To distinguish the cultural attributes that foster and encourage engagement vs. the cultural attributes that stifle engagement.
- To enable participants to analyze their available means and paths for impacting and enhancing their own individual engagement, the engagement of their colleagues, and the engagement of their direct reports.
- To inquire into and distinguish the foundation of individual and enterprise concerns which formulate the source of action and productivity for each employee and for the enterprise.
- To inquire into and distinguish the foundation of individual and enterprise values which formulate the psychological contract between employee and employer, and to confront the likelihood or improbability of engagement when viewed from that comparative equation.
- To distinguish and model individual and group actions that can be taken to enhance individual and group engagement.

As a result of the program, participants will learn to:

- Distinguish and define the concerns that individually motivate them in their work and their lives.
- Distinguish and define the group or enterprise concerns they are paid to fulfill in their work.
- Design the collaborative opportunities they have available for instilling engagement and contribution.
- Enroll their colleagues and networks in the principles and practices of engagement.
- Distinguish their personal values and where those values map against the values of the enterprise.

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