7 Simple Employee Engagement Hacks That’ll Help You Crush Competitors
I've often wondered why many organizational leaders don't get it about "workforce engagement." Some pay lip service to it but don't invest in it, while others simply discount it. I had a conversation with a Big Pharma executive a few years ago who thought "employee passion" was "fluff." He said his company focused on talent and bottom line results, period. (He couldn't see that a company with a reputation for having an engaged, inspired workforce MIGHT be a better talent magnet.)

AND deliver a better customer experience!
75% of leaders have no engagement plan or strategy even though 90% say engagement impacts on business success. ACCOR
Now is the time

We need a new employee engagement model. One that accounts for the fact that long-term and sustainable engagement comes from within. It is intrinsic.

We need a model:

✓ That teaches every employee how to engage themselves. One that helps them to take responsibility and ownership for organizational success
✓ That teaches EVERYONE how to work together to improve employee engagement, not just management
✓ That overcomes the negative effects of today’s self-centered society and continuous examples of incivility towards each other
✓ That replaces the old command and control system that has ruined innovation and morale for so many
✓ That goes beyond the failures of training that only provides information and is transformational and accessible (and fun) for all
**Underlying Model of Employee Engagement**

*It’s not about you.* Employee engagement is about individualizing not universalizing. It is about learning how to respond to the specific needs of an individual rather than behaving in standard, generic ways.

Employee engagement can be complex. Humans are involved. It is not realistic to expect one person to be ‘getting it right’ for his/her colleagues no matter how many courses or workshops they have attended.

Leader and colleague relationships are most effective when viewed as a partnership. When people work together and take ownership for engagement building rather than sitting back and expecting management to fix things, the organization thrives and the customer wins.

Your common bond to engage is your customer. The customer is the best focal point to build productive internal relationships in organizations.
Building a POP Culture

In a POP Culture people learn to first think about the PURPOSE of the organization, and then think about how they can help OTHERS before they think about their own PERSONAL needs and gain.

“In a POP Culture people are more human experience focused. This is extremely beneficial in the current service economy where competitive advantages are contingent on service differentiation and teamwork.”

The results obtained from this type of culture include:

- Greater Innovation
- Improved collaboration
- Lower resistance to change
- Higher customer experience
- Higher levels of trust
- More ownership taken
- Lower conflict
- Improved profits
- Lower stress
- Higher employee motivation
- Lower unplanned absence
- Lower skilled-talent turnover
One in five middle managers felt their management training was poor.

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4 Vital CX Questions

Engagement should be customer-centric.

When included in interpretative analysis and diagnostic testing these four questions enable you to determine your best action to improve the customer experience.

They should be used when analyzing customer touchpoints, moments of truth, employee performance and various customer interactions.

The four questions help you to focus and assign the proper resources and prescriptive actions in a manner that heightens trust and collaboration.

1. How are we, as an organization, doing at making it so customers want to do business with us?
2. What can we, as an organization, do to make it so customers want to do business with us?
3. How are particular employees doing at making it so customers want to do business with us?
4. What can we, as leaders, do to help employees make it so customers want to do business with us?
In low engaged, only two in five say that directors and senior managers treat employees with respect.

Kingston Business School
7 Simple Keys to Hack Employee Engagement

- **Feeling Valued** - People feel appreciated and special and hence they act special
- **Conflict Management** – People are conflict free and engage in proactive feedback that minimizes dysfunctional conflict
- **Ownership** – People take ownership for their job and getting their needs met rather than whining behind backs
- **Openness** – People are receptive to new ideas and respectfully engage in two-way communication
- **Motivation** – People feel recognized and utilized and display positive feelings about their job and colleagues
- **Feedback** – People realize and engage in constructive feedback
- **Difference Management** – People create collaborative relationships with colleagues and ensure differences are a source of strength and not division.
The 7 Keys

The 7 Keys are psychologist developed.

These seven core elements to engagement have been found to be the most effective and fundamental components to measure and focus improvements on if you want to build stronger employee engagement. You’ll get straight to the core of engagement.

And by implication, these same elements can be used to specifically pinpoint and prescribe activities that will improve employee engagement. It removes the guesswork of what to do.
The 7 Keys in Action

**Satisfaction@Work Index**

The Satisfaction@Work Index (SWI) includes 4 question for each of the 7 keys. It takes only five minutes to complete and provides both a baseline and on-going picture into the 'health' and performance levels of employee engagement while providing individuals the opportunity to improve self-awareness.

The intention for using the SWI is not to rank engagement. The SWI helps to highlight areas of concern which makes it possible for you to deploy the right support at the right time for teams and supervisors. In this way trust, support, and collaboration are grown across the organization instead of fear and insecurity.
Send me an Invite!
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