



EMPLOYEE ENGAGEMENT

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Three Types of Employees:

- _____ employees
- _____ employees
- Actively _____ employees

Employee engagement doesn't mean employee _____.

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Employee engagement is the _____ commitment the employee has to the _____ and its _____.

In his book, *Getting Engaged: The New Workplace Loyalty*, Tim Rutledge explains that truly engaged employees are attracted to and inspired by their work. ("I want to do this.")

They are _____. ("I am dedicated to the success of what I am doing.")

They are _____. ("I love what I am doing.")

They demonstrate it by taking discretionary time and effort, going beyond the call of duty to see that the organization succeeds. People have a choice as to how much of themselves they're willing to invest in their jobs. When they are invested and engaged, they are satisfied and energized, and the entire company benefits.

Engaged employees leads to . . .

- higher service, quality, and productivity, which leads to . . .
- higher customer satisfaction, which leads to . . .
- increased sales (repeat business and referrals), which leads to . . .
- higher levels of profit, which leads to . . .
- higher shareholder returns (i.e., stock price).

Research also showed that employees were engaged when they experienced . . .

- psychological _____: a sense that their work was worthwhile and made a difference
- psychological _____: a feeling they were valued, accepted, and respected—and able to perform in a positive work environment
- _____: routinely feeling secure and self-confident while possessing the emotional and psychological energy to perform their job

Eleven rules of engagement to engage your employees' heads, hearts, and hands:

1. _____

A caring boss may still be the greatest driver of engagement.

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

You can do this. ENGAGE with your team members. When you engage with them, they will most likely become engaged more deeply with the company.

Employee engagement is getting up in the morning thinking, "Great, I'm going to work. I know what I'm going to do today. I've got some great ideas about how to do it really well. I'm looking forward to seeing the team and helping them work well today." You can help that be the way your employees come to work as well.