

# Hyper Engaged Employees Are You Maximizing Your People's Potential?

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# Have you ever noticed?



# ***What keeps people from being engaged at work?***

- Personal
- Cultural
- Organizational



<http://www.cartoonstock.co.uk>

*"I'm currently looking to hire a workaholic who feels the good job he does is compensation enough."*

# ***A Hyper-Engaged workplace is...***

a community of empowered people  
who are committed  
to accomplishing a bold goal



# ***Four Pillars of a Hyper-Engagement***

a community of empowered people  
who are committed  
to accomplishing a bold goal



# ***How Do I Raise Engagement Levels?***

**What is your  
company's /  
department's  
Bold Goal?**

**How does your  
company create  
a greater sense  
of Community?**

**Do you have  
the resources  
& authority to  
do your job  
well?**

**How are you  
encouraging  
people to  
Commit to  
work?**

# ***Bold Goal***

***“It will be difficult – but let’s do it!”***

- Be the vision
- Have clear and compelling business strategy and goals
- Consistent communication of vision and strategy to all levels of the organization

Apple, Intel, Disney, Citibank, Louis Vitton

# **Community**

## *“I belong!”*

- Teamwork as the way of working
- Activities that bring the company together
  - Issue based
  - Outside of the company
- Communication style, tone, and “walking the talk”

Target, McDonalds, Starbucks

# ***Empower***

## ***“I can do it!”***

- Build trust in individuals and teams
- Train people well; then be willing to let people learn from success and failure
- Learn the balance between management and control

Ritz-Carlton, General Mills, Cathay Pacific

# Commitment

*“I choose to be a part of this!”*

- Bring your “A game” everyday
- Acknowledge the ebbs and flows (it’s okay)
- Ask people to be self-aware of why they can or cannot commit their very best to their work

People do not commit to a company;  
they commit to their direct boss and to the CEO

# ***Hyper-Engagement strategies***

- Actively measure engagement levels
  - *How often do you measure employee engagement?*
- Gather quantitative and qualitative information across all levels and functions
  - *What programs do you have that increase engagement levels?*
- Demonstrate the business case for improved profits
  - *How will increasing customer and employee engagement impact your company's top and bottom line?*
- Be a “hyper-engagement champion”
  - *How often do you tell people you are proud to work for your company?*

# ***5 things you can do back in the office***

- 1. Identify who is the company “brand champion.”**
- 2. Tell 3 people why you are proud and committed to working for the company.**
- 3. Place a new daily “company pride fact” on your company intranet.**
- 4. Ask your team if they feel they have the resources and authority to do their job well.**
- 5. Make sure your employee development plan is aligned with the company goals and objectives.**

# ***Hyper-Engagement is dynamic***

- Cyclical – it ebbs and flow
- Links to business performance
- Increasing has short and long term benefits
- Requires effort and attention
- Measurable
- Relevant to all types of businesses

# ***Hyper Engaged Employees Create More Profits***

- Requires consistent effort
- Achieve short and long term benefits
- Improve management / leadership skills
- Improve customer satisfaction levels
- Increase the number of long term customer relationships



**Bold Goal**

**Community**

**Empower**

**Commitment**

# Real engagement starts with you ...



***FOR MORE INFORMATION, PLEASE CONTACT:***

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