

How to Hyper Engage Your People and Create More Profit

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Engagement is more than employee satisfaction

- Does your company do an annual “employee satisfaction” survey?
 - Business profits not linked to employee satisfaction
- Does resolving the “issues” result in lower turnover and increased satisfaction?
 - Generally not, as people often find new things to complain about at work

Hyper-Engagement

- Business Case
- Management and Employee Characteristics
- Four Pillars
- Strategies and Tools

A Hyper-Engaged Workplace is...

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



Hyper-Engaged People are...

Active

Team-oriented

Committed

Passionate

Positive

Performance-Driven

Fun

Trusting

Thoughtful

Innovative

Energetic

Learning

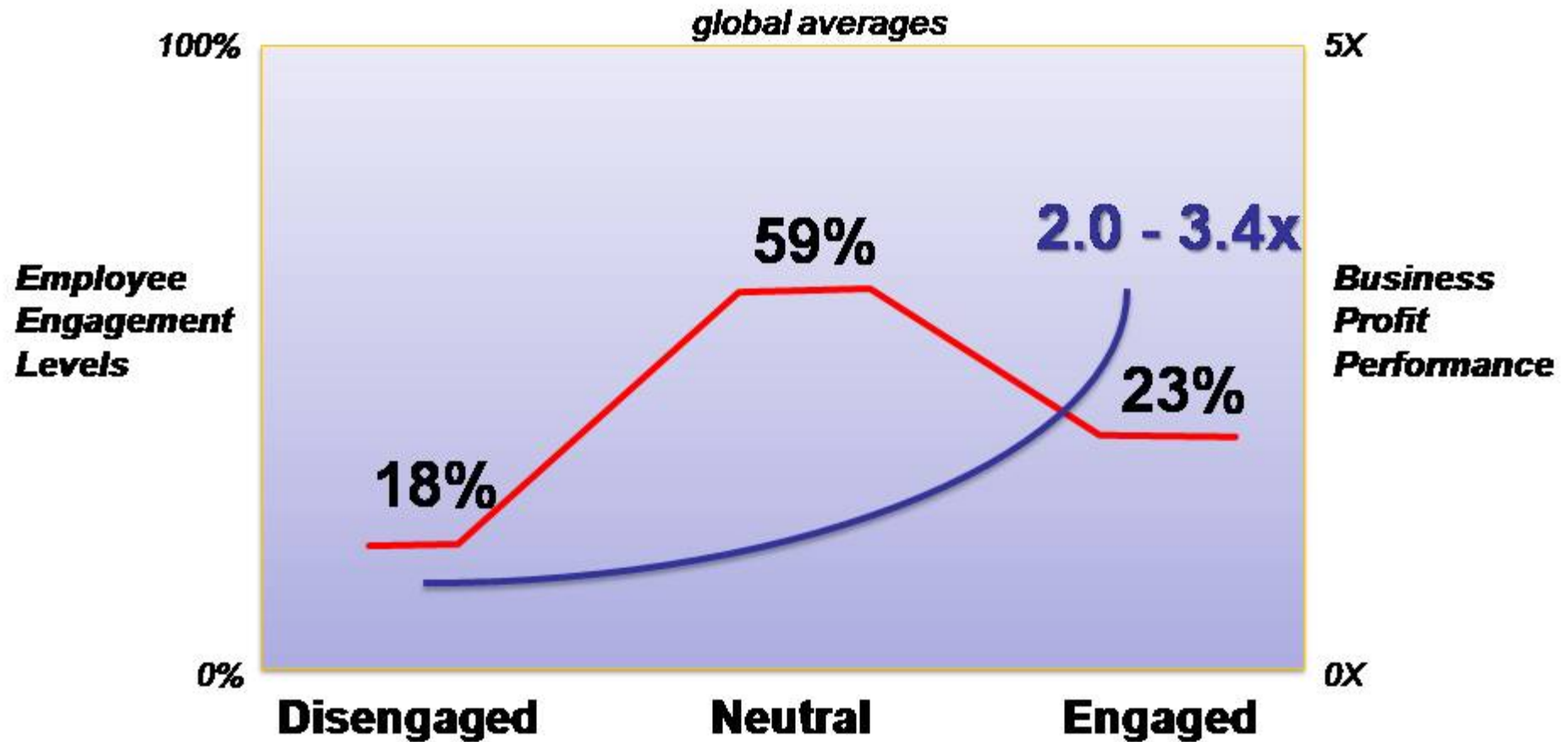
Inspirational

Self-Confident

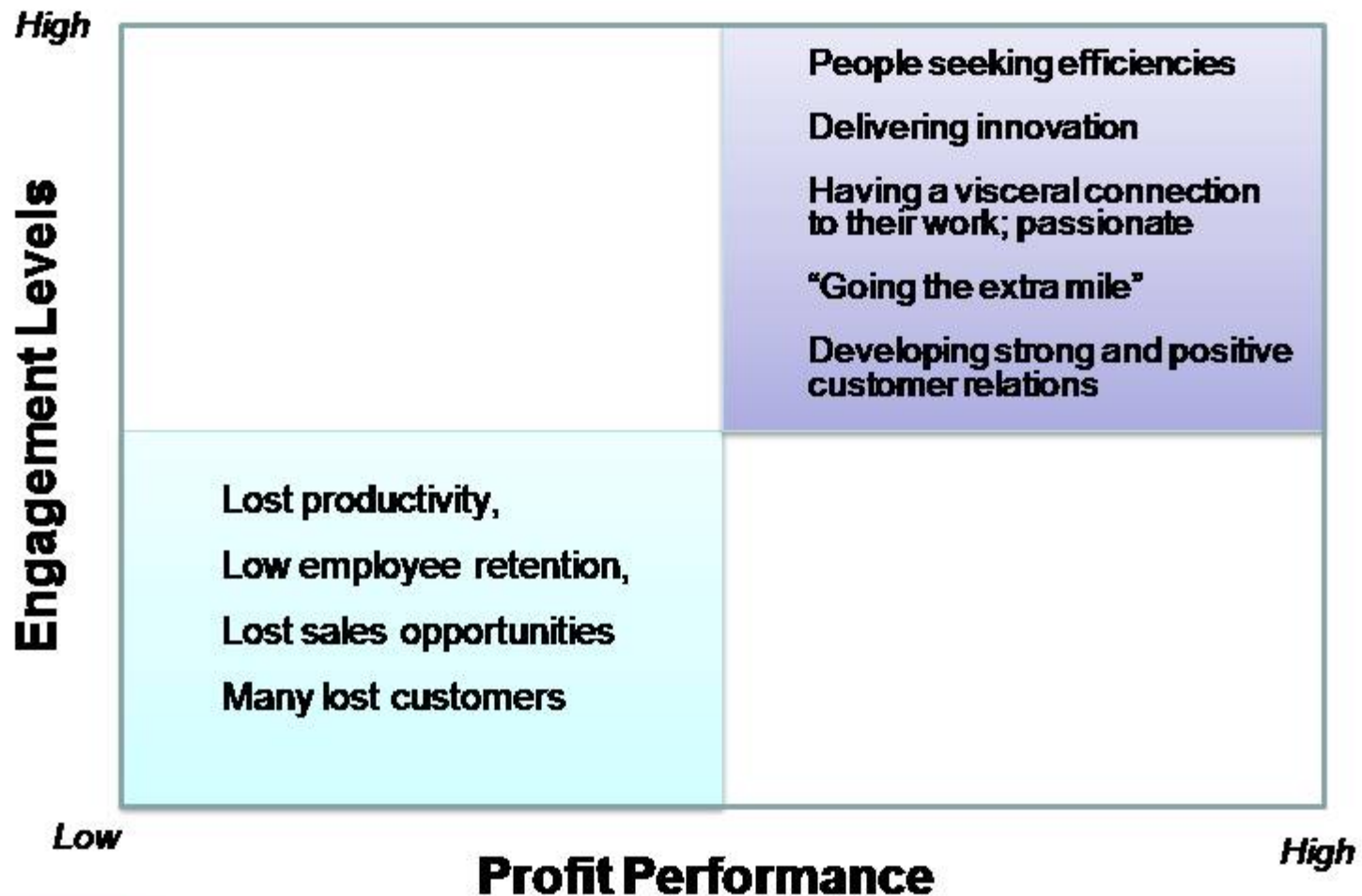
Benefits of Increasing Engagement

- Improved business profits
- Better team performance
- More active and passionate employees
- More customer satisfaction
- Increased numbers of long-term customer relationships

Engaged Employees Create Profit



Engagement is Correlated to Profits



Four Pillars of a Hyper-Engagement

a community of empowered people
who are committed
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Bold Goal

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

Management

- **Consistently communicating clear, imaginable, and understandable objectives and goals**
- **Making sure every one understands how their actions will play a part in reaching those goals (e.g., annual performance / development plans)**

Employees

- **Adopting those objectives and goals**
- **Understands how their role / actions will play a part in reaching those goals**

Community

“I belong!”

Management

- Responsible for creating the right environment
- Work is not just a “workplace;” it is a community we build together
- Leads by example

Employees

- Being a part of a community means we are not alone
- We have the opportunity to contribute to something meaningful

Empower

“I can do it!”

Management

- Provide clear guidelines and expectations
- Provide necessary resources
- Trust their people, & follow-up
- Hold people accountable, and allow them to learn from their experiences

Employee

- People feel like they can get the job done well
- They have the authority to make decisions and take the necessary actions they need to accomplish their part of the objective(s) and goal(s)

Commitment

“I choose to be a part of this!”

Management

- Leading by positive example, and committing to the work that needs to be done
- Creating an inspiring environment in which people want to participate
- Champion of the company brand(s)

Employees

- Choosing to be a positive participant in the community
- Choosing to work towards the fulfillment of the goals and objectives

Hyper-Engagement is Dynamic

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

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?*

Ask people on Monday...

- Can you tell me what **bold goal** you are working towards accomplishing?
- Who in your **community** are actively working towards this bold goal?
- Do you feel **empowered** to get the job done well?
- How **committed** are you to achieving this goal?

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

ANY QUESTIONS?



FOR MORE INFORMATION, PLEASE CONTACT:

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THANK YOU

