

MORE WAYS TO DRIVE ENGAGEMENT

The “big three” drivers of employee engagement are Growth, Recognition, and Trust, which appear as critical variables in almost all cases studied. Additionally, depending on the company, industry, or even country, our research shows that five additional factors routinely come up as drivers of engagement:

1. Teamwork (a feeling of involvement and belonging)
2. Communication (a feeling that there is frequent, open dialogue)
3. Future Vision (a feeling of inspiration)
4. Corporate Responsibility (a feeling that the employer is a good world citizen)
5. Product/Service Quality (a feeling of pride in work)

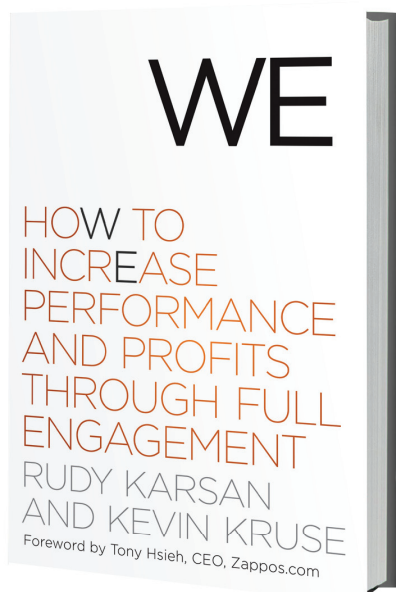
KEY TAKEAWAYS FOR INDIVIDUALS

- Does your team leader create an environment that fosters these six factors?
- Your leader has an incredible impact on these engagement drivers, but it’s up to you, too. Don’t just stew over an area that frustrates you. Pick one or two areas of focus and answer the questions in a productive manner. Share your suggestions for improvement with your leader in a conversation or some other format.

KEY TAKEAWAYS FOR MANAGERS

- Nothing is as effective as a professionally designed and administered employee engagement survey, but if you don’t have survey data to learn from, you can still talk with your team and individual members about their current feelings concerning these five drivers.

Use the Kenexa Focused Listening Questions to guide your discussions, with the goal of uncovering what actions you can take as a leader to improve engagement.



This chapter summary is from the book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse. Please purchase the book from your favorite book reseller, or for more information, visit www.WeTheBook.com.