

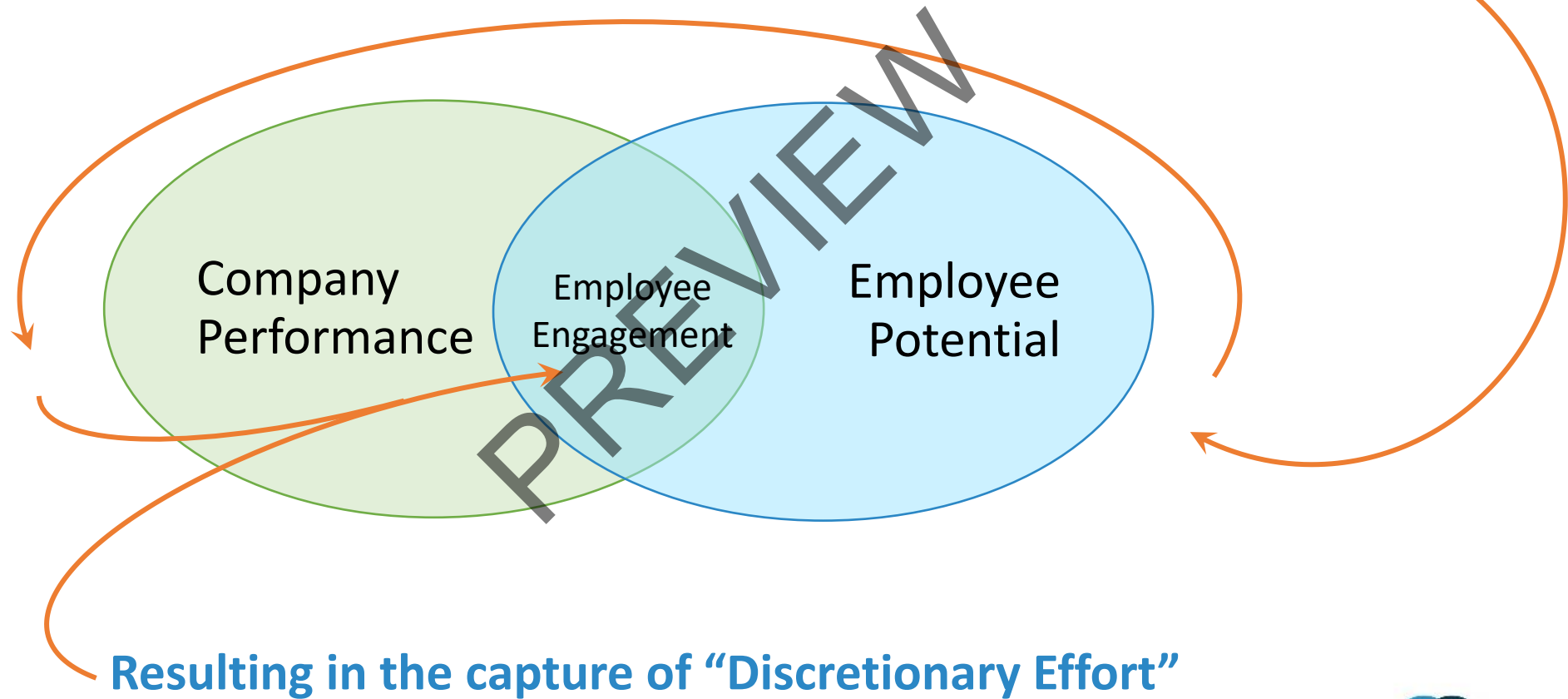
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# The Foundation of Engagement



# Definition of Engagement

Unlocking employee potential to strengthen performance



Resulting in the capture of "Discretionary Effort"

# What it is and isn't Employee Engagement

“Employee Engagement is not a program; it is *a culture*”

## It is NOT about:

- Things
- Having the best of every amenity
- Avoiding making tough decisions
- Pleasing all the people all the time
- A “catch-phrase” for all HR programs

## It IS about:

- How we treat and relate to people
- Shared responsibility for creating the future together
  - Business success
  - Work environment
- Being clear and aligned on purpose, goals
- Continuous communication
- Opportunities for performers
- Staff development



# Business case for employee engagement



1

Why focus on engagement?



2

What is the business case?



3

What's in it for us as a company and managers?



# Business drivers for engagement

1. Client feedback
2. High cost of voluntary employee turnover
3. Demographic shifts
4. Engagement drives performance and retention
5. Employee engagement drives business results



# A culture, not a program



# Your observations & challenges

What's most difficult for you right now in terms of keeping employees engaged?

What are the most impactful things...

- you've done
- you are doing right now
- to strengthen engagement?