

AWARENESS IS POWER®

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SUCCESS THROUGH INSIGHT!

Employee Engagement – Key Drivers

Executives Top Challenge

In our previous issue, we discussed Employee Engagement; what it is, what to do, and questions to ask. This article will focus on the “Key Drivers” of Engagement.

While employee surveys make it possible to identify engagement, it does not pinpoint organizational improvement very well. There are many factors that will help increase employee engagement known as “Drivers.”

These drivers, when managed correctly, will help a company effectively manage the levels of employee engagement.

Drivers such as clearly defined goals, vision, culture, management & peer relationships, career development & opportunities, performance feedback, communication, rewards & recognition, and trust are some of the elements that enable employee engagement.

Here are some points to consider as you look to increase employee engagement:

*Continued on page two – **Employee Engagement***



Are Your Employees Engaged?

Planning, Planning, Planning

If you don't know where you are going, than any road will get you there! You must plan, execute, and measure.

Who's going to do the planning?

Whether the plan is for your entire company or just one department; you must make sure to get input from multiple levels.

Get your entire team involved in developing plans for the team, project, department, or company. As the leader you should be the most integral part of the process. Assign aspects of the planning to those closest or most knowledgeable to the each particular phase. Coordinate the process and make decisions based on the overall strategy and core values.

Often the leader will engage a strategist to guide the company through the process and the development of the plan. This has proven to be very effective.

The people who are closest to the work, and are responsible for implementing the plan should be directly involved in the planning. Strategists can facilitate the process, but if the plan is going to work, the people responsible for its success should be a part of the planning.

Get started today by using the Planning Worksheet on page 3 or use it as a guide for creating a customized worksheet specific to your organization. ♦

Inside This Issue

1. *Employee Engagement – Key Drivers*
2. *Planning, Planning, Planning*
3. *Planning Worksheet*
4. *The Benefits of Being Positive!*

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“Let our advance worrying become advance thinking and planning.” ~ Winston Churchill

Continued from page one – **Employee Engagement**

Organizational Goals & Vision – Everyone within the company needs to know the overall vision, direction, and their part in achieving that direction. Make sure everyone has specific, measurable, attainable, realistic, & time targeted goals that are congruent with the company goals. This is a must for successful companies.

Job Clarity – Employees must know what is expected of them and to have the tools necessary to do their jobs. When employees don't know exactly what is expected or have the basic materials / tools needed to complete the job, resentment or boredom kicks in and they may lose the focus on how to help the company succeed. It is important to give employees everything they need in order to be successful.

Job Perception Of Importance – Employees must know & perceive the importance of their job. This is vital to their overall attitude, loyalty, and customer service. This may be the most important factor of all.

Career Improvement Opportunities – Employees should be given opportunities to better themselves through training & advancement. Provide support, direction, and growth opportunities to the employee looking to better themselves.

Ongoing Feedback – Many companies really fail here. Feedback is a key driver to let employees know how they are doing. If they are doing a good job, tell them! Say “Thank You” when you catch them doing something right. Many times companies that have a bonus structure think that by giving them a check, it is enough. Often times what an employee really wants is to hear “Thank you for doing a great job.” I am not stating that bonuses for a job well done should be discontinued: I am saying that it is not the sole driver. Just ask your employees.

Excellent Working Relationships With Superiors, Peers, & Subordinates – Top performers have great relationships with their managers, staff, & peers.

Continued on next column –

Employees that are engaged are top performers and should be rewarded. Incentives for a job well done have proven to boost morale and increase engagement.

If they have a bad relationship with their boss, then no amount of incentives will keep them performing at the highest levels.

Effective Communication – Often poor communication leads to lack of trust, disengagement, and internal destruction starts to occur. Employees that perceive poor communication do not have a clear description of “what’s going on.” When that happens, it may cause a sense of doubt, poor performance, and you will no longer have an engaged employee. Keep everyone in the loop and focused on goals, achievement, and success.

Integrity, Ethics, & Values – A core set of values should be understood by the entire staff. This set of values will help in the decision making process when challenges or problems arise. When these are clearly defined, everyone will come up with the same answer / solution to any given situation. Everyone must “walk the talk” from top to bottom. This is the most important driver of them all.



Reward Engagement – Employees that are engaged are top performers and should be rewarded. Incentives for a job well done have proven to boost morale and increase engagement. Put a program in place that works within your industry and communicate it to everyone. But you must follow up on this program or it will become very destructive and counterproductive.

There are many aspects to employee engagement and we hope this list will help you to enhance engagement within your company. ♦

Need help? Contact us today for more information.

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“Tell me, I will forget. Show me, I may remember. Involve me, I will understand.”

~ Chinese Proverb

Cut out and start planning today!

Planning Worksheet

Objective: _____

Target date: _____

Specific Steps to be taken: (What needs to be done?)

Frequency? Daily, weekly, monthly, etc...

Person(s) responsible: _____

Staffing needed: _____

Supplies/Equipment: _____

Timing/Deadlines: (If required) _____

Obstacles that prevent you from accomplishing the objective:

Solutions for each obstacle: _____

Budget: _____

Contingencies: _____

Follow up: _____

Positive Thinking Produces Positive Results

Just as someone can affect your attitude, you can influence your attitude as well as the attitudes of those around you. How? With affirmations! An affirmation is telling yourself that 'you can' instead of 'you can't'. An affirmations is a positive statement which describes the 'you' you want to become.

Affirmations should have the following criteria:

- 1) Affirmations should be positive
- 2) Affirmations should be statements in the first person, present tense
- 3) Affirmations should be related to your goals
- 4) Affirmations should be within the realm of possibility (realistic) ♦



One Minute Ideas

Traits of a Successful Leader

Are you an effective leader? Look at the traits below and rate yourself in each area. This will give you an idea of your strengths and weaknesses to help you focus on becoming an even better leader.

Leaders are grounded. They know who they are and where they are going. They set the direction and pace for the organization and lead by example.

World class leaders are reliable, trustworthy, genuine, real and positive. They make everyone feel that they are an important part of the organization and create an exciting environment.

Leaders are visionaries. Leaders provide the vision, values, and strategies to transform their organizations to higher levels of sustained success. They take the organization to where it has not been. They set the example, establish the environment, and implement the processes for everyone in the organization to adhere to the same standards.

Successful leaders have personal and professional values which govern their behavior. They lead by values. Values give them the foundation to make important decisions to keep the organization moving in the right direction. ♦

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12 Issues For Only \$97

The Benefits Of Being Positive!

By learning positive thinking techniques and putting them into practice throughout every aspect of your life, you can achieve many internal and external benefits.

The internal benefits that come from adopting a manner of positive thinking are a positive attitude, belief in alternative possibilities, creative thinking, better problem solving skills, confidence, focus, determination, satisfaction, and feelings of achievement.

Positive thinking leads to a positive attitude simply because thinking about the positive traits and aspects of your life causes your brain to operate in a "feel good" state. By constantly thinking positive thoughts, your brain is trained to look on the bright side of every situation, which in turn causes you to feel satisfied with your current position in life.

Positive thinking also leads to a positive attitude because it keeps your mind busy. If your mind is busy concentrating on positive thoughts, it is extremely difficult for it to dwell on negative thoughts at the same time.

Positive thinking also leads to a belief in alternative possibilities by its very nature. When faced with what seems at first glance to be a no-win situation, positive thinkers have the natural ability to look outside of the facts for off-beat or less conventional solutions. This ability to look past the obvious facts opens more doors and possible outcomes for both personal and professional situations. ♦

Are you staying positive in your life for success? Call today to see how we can help!

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Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become." You will learn the three important things leaders and successful people have in common.



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Leadership Excellence Seminar: **May 22 - 24, 2013**

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- The SEVEN KEYS to professional and personal success • The daily Mental Laws to help you achieve your goals •
- Setting your professional and personal goals in life • Visualize, implement and achieve your goals • Learn how to reduce stress in all areas of your life • See and develop the strengths in yourself and others •

CONTACT BAYLEY & BENDER FOR MORE INFORMATION TO BRING THIS OR ANY OTHER SEMINAR TO YOUR ORGANIZATION!

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