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Employee Engagement Toolkit

An 8-step guide to help leaders improve their employee engagement

The lack of employee engagement costs billions of dollars worldwide in lost productivity and employee turnover. And one of the main drivers of an employee's engagement in an organization is their Manager. This 8-step guide will help you be a leader that motivates, engages, and retains their team members.

1. To start – what type of results are you trying to get – what do you want to improve on?

What does engagement mean & look like to you and your upper leadership team? What is the end result you want to achieve? What would you observe if your team was very engaged? What are the specific situations that are working well and which ones are not? Which employees are the ones you need to focus on most and which ones are doing well?

2. How well do you know Each Employee?

By knowing the commitments, aspirations, and style of each employee, it is easier to understand how to best engage and mobilize them. Motivating employees happens one employee at a time, not with a monolithic "them." Create some sort of file, spreadsheet or document on each employee so you can track your interactions and conversations with them. How can you get to know each employee better? Are you setting time aside for one on one's each week or bi-weekly to better understand them and their issues and challenges?

What can you do to be aware of what motivates each person on your team? What are their career plans or aspirations? What is important to them in their personal lives? Do you know the names of their family members? What are their values, talents & skills?

3. Develop Messages That Engage and Mobilize

There are a variety of different messages that can engage and mobilize employees, and most leaders tend to emphasize only a few of them. By having greater flexibility, there is more opportunity to truly reach each employee.

What is each of their personality styles? If you don't know, how can you find out? Then, what style of communication works best for each? What is one message that each of your team members would respond to individually? As a team?

Many Managers don't realize the power that the company's culture, history and stories can have on employees. How can you bring this alive to your team so they feel a part of something bigger than themselves, than just your team? If you don't have a powerful company story, it's time to create one.

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4. Set Clear Expectations

While this might seem like Leadership 101, expectations and feedback are not always clear in an organization. Does each employee understand the company's direction, values and mission as well as top strategies and initiatives? You'd be surprised at how many do not. Does each employee know how their specific job fits in with this? Do they know what success looks like on the job? How can you make sure that this is very clear to all?

5. Adjust Your Leadership Style to The Individual Employee

You can't use a single tool to fix a car, and you can't use a single style to engage and mobilize employees. Different employees require different approaches at different times. What is your unique personality style and how does that affect your leadership style? How do you show up at work? How can you be more versatile with each team member? What do you need to amp up or down with each? You might want to notate that on your spreadsheet so it can be top of mind when going into a meeting or interaction with each.

6. Acknowledge Each Employee Appropriately

Many leaders don't think enough about how they can recognize employees, and they are missing out on one of the most powerful ways to engage and mobilize. How often do you tell your employees they've done a good job vs they didn't do something well? Recognize often and make it immediate to the situation. Different employees may prefer different types of acknowledgement. Ask them what works for them. Then set up a plan to recognize your employees on a regular basis. And it needs to be sincere and meaningful.

7. Develop Employees for The Future

The best leaders develop future leaders. The best leaders provide opportunities for their employees to learn and grow on an ongoing basis. Each employee should have their own self development and career plan. What do they most need to learn to achieve their goals? What is their stretch plan? How do they best want to be coached? Create a coaching plan for each employee so you have a record of how they are doing and also a way to ensure you coach on an ongoing basis.

8. Earn the Right to Lead

You can't lead others until you earn the right to do so. How would your employees rate you on a leadership scale of 1-10? If you don't know, how can you find out? Why should your employees follow you? What is one behavior you can change immediately to better earn the right to lead? One attitude? Create your own self development action plan so you can keep learning and growing.

(If you are struggling with why others would follow you, I have a short doc entitled '3 Critical Questions to Find out What Type of Leader You Want to Be' that I could send you)

If you would like help on improving employee engagement

Schedule a free 30 minute consultation with KPCoaching:

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