



## CORE of Engagement:

### Tips for Building Opportunities for Engagement by Your Employees

#### Tip 1. Personalize Projects

- Whether special projects or not, allow/encourage employees to give the project an identity.
- Identity might include: Project Name, Tagline/Banner/Slogan.
- Project support might include: Tee Shirts, Caps, Cozies, ....

#### Tip 2. Incent Development

- Establish personal/professional development goals, tracks, objectives. [HINT: Encourage employees to determine/design their individual development plans themselves.]
- Offer incentives for partial and complete fulfillment.
- Regularly recognize and celebrate individual and team development.

#### Tip 3. Allow Competition

- Create friendly competitions among teams (units, departments, floors, ....). [HINT: Allow employees to design and develop the competitions.]
- Promote engagement within and among teams by frequently publicizing ("cheering") all competitors: e-mail, flyers, scoresheets....
- Celebrate win-win (as opposed to win-lose) results as much as possible.

#### Tip 4. Publicize Performance Goals

- Teams, departments, and units should have short-term objectives that cumulate as goals.
- Continual publicity of progress toward (and ultimately) objective fulfillment stimulates engagement.
- Consider a one-page, easy-to-compose newsletter. [HINT: Invite employees to own responsibility for creating and publishing the newsletter.]

#### Tip 5. Sponsor Forums

- Keep in mind that engagement can relate to an employee's *job, career, company, network, and community*.
- Sponsor forums that provide information, invite participation, generate excitement in any of these areas.
- Consider such forum topics (providers) as Habitat for Humanity (community), Franklin Covey (career), professional/industry association (network), C-suite Town Hall meeting (company).

Please remember that the investment of time and energy required to develop any of the above Opportunities can generate a hefty ROI in terms of enhancing your employees' engagement.

That engagement can bring:

- Greater productivity
- Increased profitability
- Stronger candidate recruitment
- Longer employee retention
- Reduced error rates
- Enhanced Quality
- And more.....

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