

THE CHALLENGE OF TEAM MEMBER ENGAGEMENT

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AGENDA

- Overview of Engagement
- What the Gallop Study Tells Us
- Key Factors in Engagement
- Applying the 5 Actionable Steps



WHAT IS ENGAGEMENT?

- Why is it important?
- How do we measure it?
- How do we increase it?



ENGAGEMENT TYPES

- Full Steam Ahead
- Checking the Box
- Working Against Us



ENGAGEMENT AND PROJECT TEAMS

- “know what to do and are able to do it”
- ”contribute meaningfully to the project”
- “work together as a team”
- “learn and grow”

Hardy-Vallee, Benoit. *How to Run a Successful Project*. Gallop News Business Journal. (January 21, 2012). Retrieved from <http://news.gallup.com/businessjournal/152756/run-successful-project.aspx>



1. ENGAGEMENT ANALYSIS

- Why should we do it
- How should we do it
- When should we do it



GALLOP: STATE OF THE AMERICAN WORKPLACE

- Conducted by Gallop
- Focused on changing times
- Project is mentioned 66 times throughout the report



GALLOP: STATE OF THE AMERICAN WORKPLACE

33%

Gallop, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



GALLOP: STATE OF THE AMERICAN WORKPLACE

Great project leaders bring logic, order and a grand plan to individual and team efforts. But today's employees demand more of their project leaders: The best project leaders also have people, or "soft," skills. Gallup research shows that successful project leaders bring positivity and reliability to their teams. They intrinsically understand how to build solid relationships and show genuine care and concern for people, building rapport with each member of their team. With these added expectations, project leaders play a more critical role than ever before in engaging employees (p. 141).

Gallup, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



2. GET PREPARED

- Why invest the time
- What you can do
- What support might you need



KEY FACTORS IN INCREASING ENGAGEMENT

- A. Emphasizing Purpose
- B. Maximizing Strengths
- C. Communicating Needs
- D. Strengthening the Team



EMPHASIZING PURPOSE

The modern workforce wants a job that feels meaningful. They need to be able to see clearly how their role contributes to the success of their team and organization. When employees have this sense of purpose, their engagement soars (p. 79).

Gallup, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



MAXIMIZING STRENGTHS

Therefore, managers should match employees to projects that are a good fit for their talents, skills and strengths so employees are inspired to be focused and productive during as much of the workday as possible (p. 143).

Gallop, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



COMMUNICATING NEEDS

Managers should, with their team members, identify needs and obstacles on an ongoing basis and ideally take action before challenges inhibit employees' performance (p. 17).

Gallop, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



STRENGTHENING TEAMS

Trusting that one's coworkers share a commitment to quality is vital to excellent team performance and critical to current work environments as work is becoming more interconnected, interdependent and project-based (p. 116).

Gallup, Inc. (2017). *State of the American Workplace*. Retrieved from <http://www.gallup.com/services/178514/state-american-workplace.aspx>



3. DEFINE KEY FACTORS

- Which should you focus on
- How can you integrate
- What will it take



4. MAKE A PLAN

- How much time
- How much effort
- Who will be involved



5. MEASURE PROGRESS

- Repeat your engagement analysis
- Discuss discuss discuss
- Make adjustments as needed



APPLYING THE 5 ACTIONABLE STEPS

1. Engagement Analysis
2. Get Prepared
3. Define Key Factors
4. Make a Plan
5. Measure Progress



QUESTIONS?

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