



# ••• The Engagement Equation

Apply concepts and skills to build a culture of engagement

## Why Engagement Matters

The more engaged your workforce, the more capacity it has to deliver on your organizational imperatives. High employee engagement drives discretionary effort, innovation, customer loyalty, quality, productivity, profitability and retention of top talent. Yet in most regions of the world, only one in three employees is fully engaged.

### ••• The Challenge for Managers

Engagement is an individualized equation, reflecting each person's unique talents, values, aspirations and job fit. As such, it is difficult to improve through corporate recognition. GP Strategies' research has shown that strong employee-manager relationships and continuous dialogue can make a difference.

But managers feel ill-equipped to hold such conversations. Performance management dialogue is challenging enough. Now they are asked to align employees to strategy, help team members find high satisfaction at work, and provide long-term visibility on career options in the face of ambiguity in the business.

The Engagement Equation provides the concepts, skills, and discussion framework that managers need to make engagement a daily priority as opposed to an annual action planning exercise after a survey. The workshop can be implemented after survey findings are communicated to address individual team members' engagement equations. If your organization does not measure engagement, no problem. The workshop provides a starting point for building a culture where all members of your workforce understand their roles and responsibilities.

## Outcomes:

After completing this course, managers will be able to:

- Articulate the definition, drivers, and owners of engagement
- Better assess and manage their own engagement
- Establish trust, unleash potential and build confidence in others to fuel engagement every day
- Conduct discussions with individual team members to better understand and take action on their unique engagement drivers and challenges at work
- Take follow-up actions to capitalize on engagement

## Content

The learning process includes reflection, planning, practice, and peer consulting. It covers:

- **Engagement Fundamentals:** What engagement is, what influences it, who owns it plus how engaged are you and your team?
- **Engagement Essentials:** Three leadership actions that fuel team engagement (Establishing Trust, Building Confidence, Unleashing Potential)
- **Engagement Conversations:** Planning and practice in discussing satisfaction, contribution, the use of talents and working relationship with each team member (in a structured meeting and/or through continuous, more informal dialogue)
- **Maintaining Momentum:** Strategies for supporting engagement year-round and helping team members manage their own engagement

The Engagement Equation workbook contains tips, worksheets, and discussion plans, serving as a resource that managers can come back to time and again.

**Duration** | One day ILT or a modular VILT experience tailored to the organization's tolerance for prework and homework.

**Target Audience** | Supervisors and managers

**Class Size** | VILT: up to 20 or ILT: up to 25

**Available Language** | English

• • • For more information about **The Engagement Equation**, please visit [www.gpstrategies.com](http://www.gpstrategies.com).



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