

# *A Leader's Role In Creating Employee Engagement*

*t*

*Presented by:  
Andre Boykin*

CAPITAL iDEA



# Hi, I'm Andre



Managing Partner of CAPITAL iDEA



© CAPITAL iDEA 2011

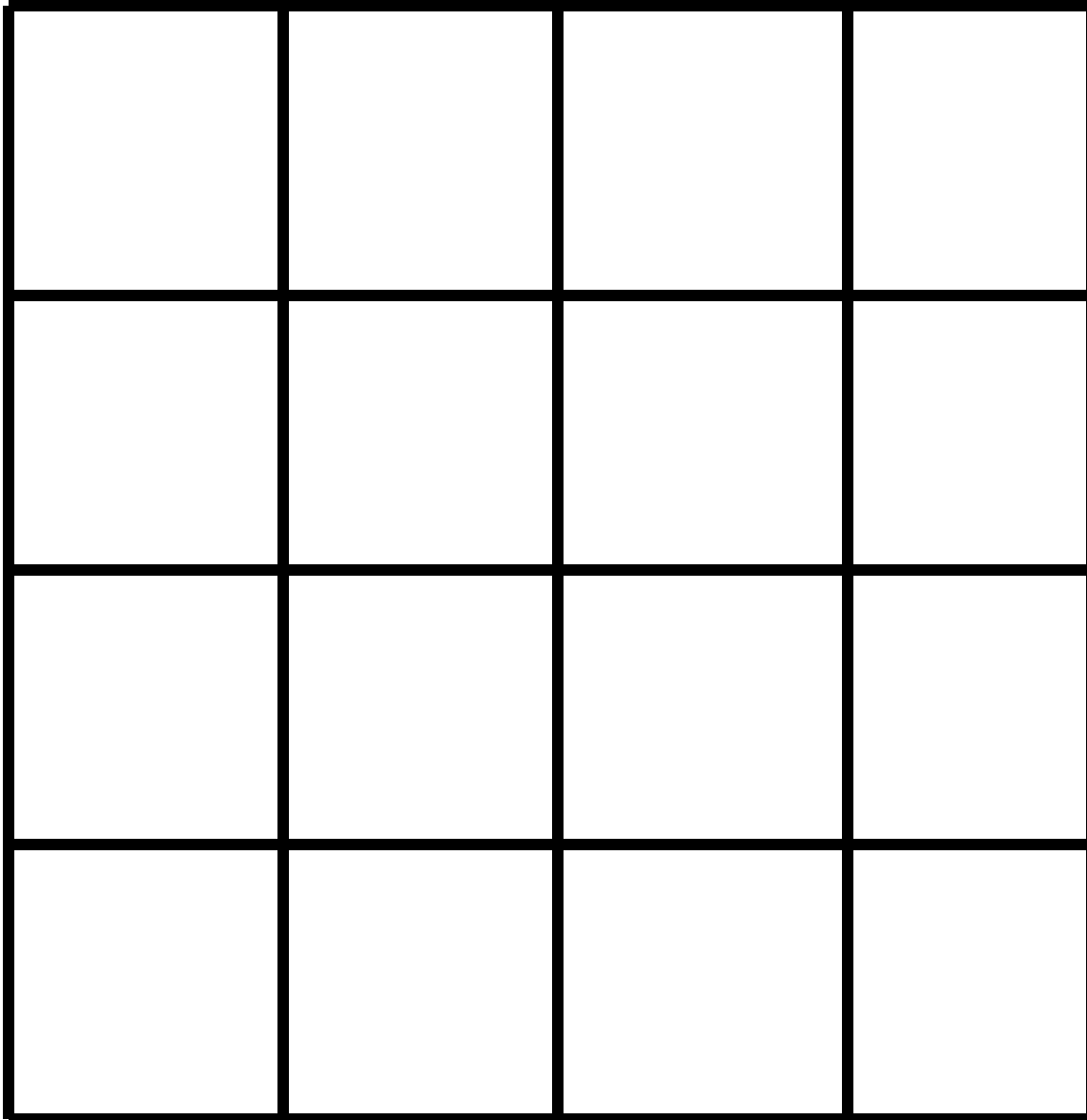


# Objective

To have you think and act in new ways about employee engagement and to take at least one idea and implement it in your organization or business.



**How Many Squares Do you See?**



# Five Areas of Engagement

- Hiring & Selection
- Onboarding
- Communication
- Accountability
- Recognition



# What is Engagement

- Emotional Component - how connected an employee is with the company
- Motivational Component – how they will use discretionary effort to help the organization reach its goals



# What is the Impact of Engagement?

- 2008 Gallup Study
  - 22% of US workforce engaged
  - 66% not engaged
  - 11% disengaged
- \$300B - \$350B/yr problem



# What's The Answer?

Get the **right** people in  
the right jobs **engaged**  
in the right work



# Five Questions To Answer Before Hiring

- Can This Person Do the Job?
- How will this person do the job?
- Why will this person do the job?
- Will this person do the job?
- Will this person do the job here?

**Skills**

**Behaviors**

**Motivators**

**Capacities**

**Culture**



# Why Use Assessments

- Completely unbiased
- Accurate and valid
- High predictability of performance
- Improve engagement
- Reduce turnover
- Increase productivity
- 33% of the selection process



# Interviewing For Engagement & Retention

- Behavioral interview to predict performance
- The more recent and longstanding the behavior the greater its predictive power



# What Is Onboarding?

Onboarding – the culturalization of an employee (new to company or new to position)



# Why Onboarding?

According to research conducted by the Aberdeen Group, 86% of new hires make their decision to leave or stay within the first 6 months. 4% on the first day

According to the same research, 89% of new hires say they do not have the optimum level of knowledge and tools necessary to do their

job



# Goals For Onboarding

- Make feel welcome
- Goals and objectives upfront – know how fit in organization
- Tools needed are available right away
- Not a one day event – up to three months – twelve months



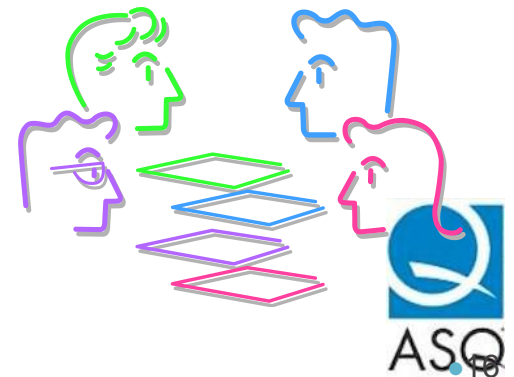
# Onboarding mistakes

- Too much material too soon
- Boring
- Not consistent
- Throw 'em in the fire/sink or swim



# What is Communication?

*The **exchange of ideas** between people for the purpose of prompting some form of behavioral response or action, or to relay information*



# What To Communicate For Engagement

- Strategy and direction
- Organizational results
- Department results
- Recognition and appreciation
- Organizational news



# Why Accountability

- When performance gets measured, performance improves
- When performance gets measured and reported back, the rate of improvement accelerates
- When performance gets measured and reported back by the performer, the rate of improvement accelerates in dramatic proportion



# How To Set Goals and Objectives

- Consider the organization's strategic plan
- Consider the department's goals and objectives
- Consider critical job responsibilities



# Why Employee Recognition

According to research conducted by SHRM, 79% of those who quit their jobs cite lack of appreciation as one of the main reasons



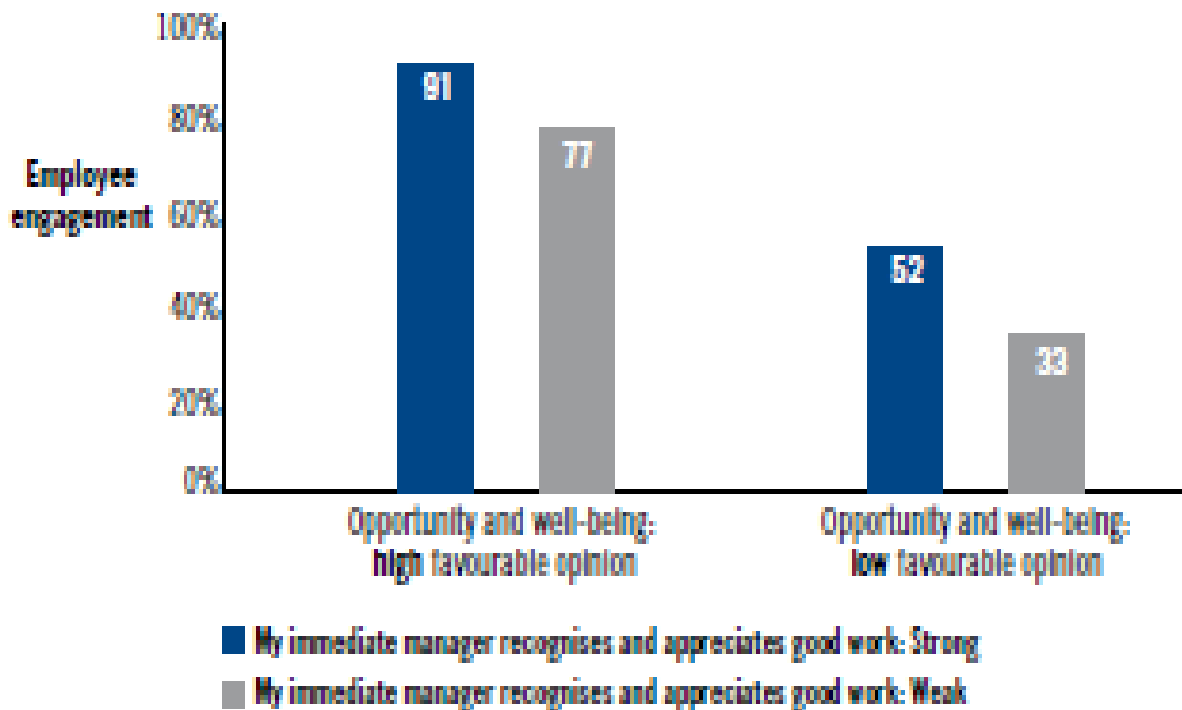
# Guidelines For Recognition

- Attach recognition to real goals and objectives
- Fairness
- Have real criteria to achieve recognition
- Not about the size of recognition
- Make public make it a big deal
- Doesn't have to be elaborate – keep it simple



# Recognition and Engagement

**FIGURE 1**  
Recognition from the manager boosts employee engagement



Source: O.C. Tanner 2008 Global Recognition Study



# Contact Information

Andre Boykin

[www.CAPITAL-iDEA.net](http://www.CAPITAL-iDEA.net)

(954)-349-5828

[andre@capital-idea.net](mailto:andre@capital-idea.net)

Contact for FREE  
Employee Engagement Assessment