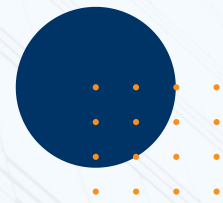




The Engagement Dilemma: AN EXECUTIVE WAKE-UP CALL – 8 KEY TAKEAWAYS

EXECUTIVE ROUNDTABLE



Employee engagement is critical for any organization to succeed. When employees are engaged, they are more productive, committed, and motivated, which leads to better business outcomes. Here are eight ways that executives can increase employee engagement in their organization.



TABLE OF CONTENTS

<u>Managers Are Key</u>	2
<u>Highly Engaged Organizations</u>	3
<u>Training and Development</u>	4
<u>Create a Sense of Purpose</u>	5
<u>Recognize and Reward</u>	5
<u>Communicate Openly</u>	6
<u>Clear Expectations</u>	7
<u>Work-Life Balance</u>	7



Managers Are Key to Successful Engagement Strategies



Managers play a critical role in enabling employee engagement, so it is important to hire managers who inspire commitment and excellence in others. Often, managers and leaders are two different people. Managers typically focus on production, process and efficiency, while leaders tend to focus on engagement, ideas and empowerment.

However, as we build our workforce, we should hire people to manage then train them to be leaders. We should also find leaders within our organizations and train them to be managers.



2

C-Suite Executives Who Have Highly Engaged Organizations Empower Their Managers



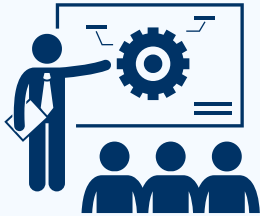
Great executive leaders know that they need to empower and equip their managers with the tools they need to successfully lead others. If you want your management team to do everything they can to lead their teams, you must do everything you can to assist your managers. Take away any barriers that prevent them from effectively doing their jobs by delegating the power to make decisions and by offering support and guidance when needed. By mentoring and coaching your managers, you then empower those managers to do the same for others on their team.



The traditional leadership model is a pyramid with leadership and the top management, employees, and customers falling under them. However, executives looking to engage their workforce should consider the servant leadership pyramid model. Executives of highly engaged organizations understand that their job, first and foremost, is to ensure the success of everyone.

3

Provide Training and Development



An engaged workforce affects overall company success and fosters job satisfaction, performance and a positive customer experience.

The best way to engage your team is to invest more in what matters. Companies should develop training programs that meet employee needs to help them navigate their career.



Training should be driven by the type of work and goals set in place for each associate. While some associates may benefit from attending conferences, others may benefit from a one-on-one relationship with a career coach. Regardless of which path is right for your team members, accountability is key. You can spend all the money in the world to train your team, but if they are not held accountable for what they've learned and implement the training they've received, it's not likely that they will see any professional growth.

4

Create a Sense of Purpose



Executives should create a sense of purpose for their employees, helping them understand how their work contributes to the organization's mission and goals. By creating a sense of purpose, employees are more likely to feel engaged and committed to their work.

5

Recognize and Reward Employees



Executives should recognize and reward employees for their contributions and achievements. This can be done through employee recognition programs, bonuses, or other incentives. Recognizing employees' hard work and dedication can help increase their engagement and motivation.

6

Communicate Openly and Effectively



Executives should communicate clearly and regularly with their employees, providing updates on company performance, goals, and strategies.



They should also provide opportunities for input and be open to feedback. Try involving more than just your leadership team in the decision-making process and field suggestions from employees.

This creates an environment where employees feel comfortable sharing their opinions and are more likely to feel engaged and committed to the organization.

7

Set Clear Expectations



Executives should set clear expectations for employees, outlining job responsibilities, goals, and performance expectations. By doing so, employees will know what is expected of them and how they can contribute to the organization's success.

8

Promote Work-Life Balance



Executives should promote work-life balance by offering flexible work arrangements, such as remote work options, flexible schedules, or job-sharing opportunities. By promoting work-life balance, employees are more likely to feel satisfied and engaged with their work.



By implementing these strategies, executives can create a more engaged and motivated workforce, which can lead to better business outcomes.

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