

HRACO Employee Engagement Program
Working Session Notes
March 9, 2010

What are the organizational dangers and opportunities of either ignoring or pursuing an Employee Engagement strategy?

Dangers	Opportunities
Losing best talent	Attract talent
Lost productivity	Become “employer of choice”
Negative impact on internal brand	Product quality improves
Loss of corporate history	Customer satisfaction goes up
Loss of external brand value	Choose to want to be there mindset
Stuck with poor employees	Productivity goes up
Negative impact on bottom line	Better align with mission and goals
Poor customer service	Strengthens leadership bench
“Bad apple” syndrome (contagious bad attitudes)	Improve internal customer service
Silo mentality	Improved organizational trust
Loss of creativity and innovation	Improved company image
Absenteeism goes up	Improved profitability
Lose energetic employees	Improved communications
No next generation to fill leadership shoes	Pool gets larger for compensation (potentially)
Loss of corporate knowledge	Higher level of employee integrity
Product quality goes down	Perception is up
Lose ability to attract talents	

What are the possible barriers to Employee Engagement?

- Mistaken notion that people should be happy just to have a job.
- Everybody’s apathetic – “things are okay the way they are.”
- Employees believe that their opinions do not matter.
- We (employees) don’t need to change because we’re untouchable (entitlement).
- “Do what I say, not what I do.” (poor role modeling)
- Sustainability of effort “flavor of the month.”
- Too big of project – will cost too much.
- What’s the point? Employees complain all the time anyway.



- Fear that something bad will happen.
- Distrust of surveys.
- Rumor mill out of control.
- Not convinced employees are worth the investment.
- Actions don't connect with words (questionable leadership integrity).
- No consensus on engagement philosophies.
- Lack of understanding of "WIIFM" for various stakeholders.

Qualities We Admire ("KASH" Exercise)

- Energetic
- Respectful
- Passionate
- Praise others
- "Can do" attitude
- Sense of humor
- Support company
- Reliable
- "Big picture"
- Admit mistakes
- Learn from mistakes
- Brings others along
- Open to listening/learning
- Empathetic
- Positive body language
- Honest
- Greet you by the right name
- Fairness
- Innovative
- Risk taker