

Stosh D. Walsh – Presentation Overview

stoshdwalsh.com - stoshw@stoshdwalsh.com - 224-558-4331

Presentation title:

Creating a Culture of Engagement in a Post-Employee Engagement World

Brief description:

Despite the popularity of employee engagement books, measurement and solutions over the last 20 years, less than one-third of employees are engaged at work. Most organizations know this and try to do something about it. So why do so many employee engagement initiatives fail? And why do so many people remain disengaged? The answer is not based in what survey the organization uses to measure engagement; it is based in how the organization and its leaders use the information from the survey. This practical keynote assists organizations and leaders to establish or advance employee engagement by focusing on building capability in leaders and managers, then inviting those leaders and managers to influence culture. Steps to this include leveraging a consultative approach to training; understanding, communicating, and partnering toward specific business results; and ensuring leaders and managers have immediate takeaways and accountability for follow up.

Learning objectives:

1. Establish a common vocabulary/definition for “engagement” and “satisfaction,” differentiating between them
2. Understand the factors that cause engagement to falter in teams and organizations
3. Gain awareness of the link between engagement and performance outcomes
4. Learn how to evaluate the validity of an employee engagement survey and what it measures
5. Provide direction for how to use results with organizational leaders
6. Know how to create a culture of engagement and how to provide accountability for its creation

Anticipated actions and benefits:

1. Create a culture in which people feel heard, valued for their contributions and recognized for their accomplishments
2. Increased trust in the workplace as the organization pursues common goals
3. A work environment associates care about, look forward to joining, and protect
4. Increase performance in measurable ways
5. Justify engagement focus and initiatives with research and outcomes
6. Eliminate “Us vs. Them” dynamics in the workplace, especially between management and front-line associates
7. Align people, strategy, mission, goals and measurement

Presentation format:

1. Guided questions for response and reflection
2. Active polls
3. Connection and interaction via mobile technology
4. Confer with other attendees and presenter in dyads or small groups
5. Lecture and slides

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6. Participation in illustrative activities to emphasize learning objectives
7. Handouts with outline, key points and fill in the blanks for participants to complete and retain