



EMPLOYEE ENGAGEMENT



FOR TODAY'S
LEADERS

A graphic illustration featuring a central white circle with a black border containing the text "Employee Engagement". The background is filled with various colorful, stylized human figures in shades of blue, yellow, green, pink, and purple, some with white accents on their bodies, suggesting a diverse group of employees.

Employee Engagement



Key Areas for EMPLOYEE ENGAGEMENT

Every company has its own key result areas (KRA) of performance. In summary, KRAs are things your company specializes in and what is considered core competencies. KRAs typically fall into four categories: customer satisfaction, organizational culture, internal operations and financial performance. These categories encompass a variety of topics and are broad enough to be individually interpreted yet specific enough that they make it easier to divide into key results areas.

Customer Satisfaction

The category of Customer Satisfaction encompasses much more than just dealing with the consumers. It includes R&D, distribution and delivery, product information, satisfaction and so much more. In order to achieve true Customer Satisfaction, you need to be a reliable and trustworthy company. Organizations that learn to adapt and become a company that is encouraging to its customers will ultimately be the company that is the first to “come to mind” when something needs to be done. It is important to always exceed the expectations of your customers and provide them with that “wow” factor! This could mean always being on time, providing a product that is more impressive than the competition or just exceeding customer expectations.

Organizational Culture

Organizational Culture applies to your company as a whole. Your company culture is defined by what you believe to be the values and ethics of your company. Very often this is captured in the mission statement of the company. The mission can be broad such as good morale but it can also be much more specific, such as hard working employees committed to meeting the needs of each customer. The example that you set for your employees will greatly determine the working culture of your company. If you want to have employees who actively participate in discussion, you need to both be an active participant as well as ask engaging questions to keep the conversation flowing. Having an Organizational Culture is something that will set your company apart and give you a competitive advantage.

Internal Operations

Effective Internal Operations involve efficiency and safety. Your company cannot thrive if there is not an efficient system in place with clear guidelines and understood expectations. Internal Operations play a major role in your company's Organizational Culture. If there is mutual respect between management and employees, chances are you will succeed in the realm of Internal Operations because there will be a greater amount of buy-in and motivation within your company. As motivation becomes a habit, the rate of production will increase thus increasing Customer Satisfaction. Making sure that your employees are safe and your company runs efficiently allows for an increase in company morale that leads to employees valuing one another.

Financial Performance

All companies are looking to increase their Financial Performance, whether this means increasing profitability or decreasing expenses. Financial outcomes also impact ROI (Return On Investment). As a leader, you should never feel bad about having the motivation and desire to increase your Financial Performance. Your company would not exist if you never had this goal in mind! Increasing your Financial Performance begins with empowering your employees to work within their strengths and skill sets. Optimizing outcomes starts by empowering individuals to do the best they can do. This also means that it is important to emphasize teamwork while also keeping them engaged and set on the goal before them.

“Employees who believe that management is concerned about them as a whole person - not just an employee - are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability.”

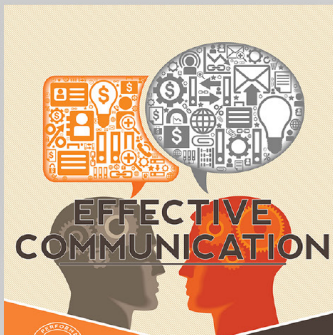
-Anne M. Mulcahy

All of these KRAs are connected and they are all needed in order to thrive as a business. Internal Operations are the backbone of your company. If you have great Internal Operations then your company has a great Organizational Culture. Also, if you have efficient Internal Operations, then you will have a higher rate of Customer Satisfaction. All of these KRAs combined will determine a higher than average Financial Performance. When you combine quality, motivation and efficiency, there is nothing that can stop you from becoming a High Performance Organization.



“Today, no leader can afford to be indifferent to the challenge of engaging employees in the work of creating the future. Engagement may have been optional in the past, but it is pretty much the whole game today.”

Gary Hamel



EFFECTIVE COMMUNICATION

FOR TODAY'S LEADERS

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The graphic features two silhouettes of human heads facing each other. Above them is a circular collage of icons representing various business and communication concepts like a lightbulb, gears, a dollar sign, and a speech bubble.

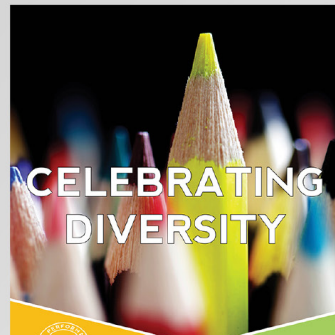


RESOLVING CONFLICT

FOR TODAY'S LEADERS

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The graphic shows a close-up of chess pieces on a black and white checkered board, symbolizing strategy and conflict resolution.



CELEBRATING DIVERSITY

FOR TODAY'S LEADERS

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The graphic displays a variety of colored pencils, representing diversity and creativity.

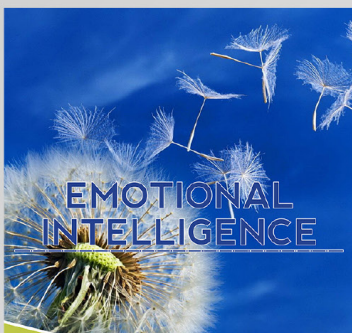


DRIVING COMPANY PERFORMANCE THROUGH EMPLOYEE ENGAGEMENT

FOR TODAY'S LEADERS

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The graphic shows a red and white racing car in motion, with a blurred background suggesting speed and performance.



EMOTIONAL INTELLIGENCE

FOR TODAY'S LEADERS

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The graphic features a dandelion seed head against a blue sky with other seeds blowing away, symbolizing emotional intelligence and growth.



LEADERSHIP ROLES

FOR TODAY'S LEADERS

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The graphic shows four diverse professionals in business attire, representing different leadership roles.



LEADING WITH VISION

FOR TODAY'S LEADERS

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The graphic depicts a group of business professionals looking upwards with a sense of vision and aspiration.

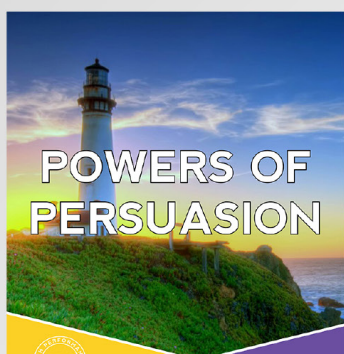


LEVERAGING TIME

FOR TODAY'S LEADERS

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The graphic shows a rowing team in a boat, symbolizing teamwork and efficient use of time.



POWERS OF PERSUASION

FOR TODAY'S LEADERS

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The graphic features a lighthouse on a cliff overlooking the ocean, symbolizing guidance and persuasion.



TEAMWORK

FOR TODAY'S LEADERS

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The graphic shows several hands clasped together in a supportive grip, representing teamwork and collaboration.



ORGANIZATIONAL TRANSFORMATION

FOR TODAY'S LEADERS

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The graphic displays a dark background with glowing gears and light rays, symbolizing organizational change and transformation.



BUILDING TRUST

FOR TODAY'S LEADERS

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The graphic shows two people climbing a large rock formation, symbolizing the process of building trust through shared challenges.



HIGH PERFORMANCE

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LEADERSHIP



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