



Employee Disengagement - The Cure

Last month we presented some facts regarding the extent and cost of employee disengagement. Engaged employees enjoy what they do, identify with their organization and care about the customer. That all translates into improved profits, innovative ideas, superior safety and enhanced customer relationships. So, sounds like the best way to go, right? But how do you go about creating and sustaining engaged productive employees?



Behaviors that are reinforced will repeat and those that are not will dissipate. Simply put, organizations must create environments that reward engagement

Catalysts for Engagement

- **A Vision for the Future:**
Employees need to feel their company has a Vision for the Future and know that there is a clear career path mapped out for them when things improve. They need personal development direction that shows how their work is connected to the corporate strategy and that they are an important part of the overall picture.
- **An Atmosphere of open Communication:**
Create an atmosphere that encourages open communication, it mitigates fear when employees can sit down and talk about their concerns and helps them feel connected.

Team building activities such as sharing [Communication Styles](#) brings individuals closer together when they follow a process that recognizes and utilizes the strengths and approaches to innovation of all the team members
- **An Atmosphere of Appreciation**
Appreciation must be sincere and directed toward what the individual prides themselves on. "I appreciate your ability to get results" or "Appreciate the quality and detail of your reports"
- **Celebrate Accomplishments**
Inspire your leaders to bring about outcomes and celebrate them when reached. Research shows that people generally work much more so for their boss than for their company. .
- **Align employees Efforts** with a strategy that creates a connection between what they do and the overall organizational strategy. Tie their natural strengths and capacities to roles where they can use them to reach the desired outcomes.
- **Create Developmental Projects** Give them assignments outside of what they normally do but builds on their skill sets and strengths. .
- **Be Transparent** Transparency helps reduce fear. **David Rock**, author of "**Your Brain at Work**" recommends "*Continue to be transparent about what you know and don't know. If you don't know tell them you don't but that you will get back to them and be sure you do*".