

## **Leading for Engagement: A Leadership Development Program for Managers**

Creating a culture that engages your employees and brings out their best every day is not just good for people, it is also good for business. The question is: *Do your managers really know how?*

### **Engagement Matters**

Today, an extensive body of research confirms that employee engagement results in demonstrable bottom-line benefits. Engagement reduces turnover, absenteeism, accidents, and employee theft. Engagement improves customer satisfaction, productivity, and profitability.

But most companies do not enjoy high levels of employee engagement and its resulting benefits. A recent Gallup study (2010) finds only 33 percent of employees in the typical organization are actively engaged. The rest are either along for the ride or actively disengaged and working against the organization.



***Over 70% of people leave their jobs  
because of the way they are led.***

Norman Drummond

### **Because Managers Don't Know How**

While most companies now understand the importance of employee engagement and measure it via extensive annual surveys, the reality is that few actually know how to improve it. Action planning is, too often, a cursory “check-the-box” exercise that does little change to the employee experience and may, in fact, make matters worse.

Why? Because most managers simply don't know how to engage their teams and bring out their best every day. They are lacking the basic skills and knowledge needed to build the right relationships with their direct reports, understand their needs, inspire their best performance, and increase their loyalty, satisfaction and commitment. The role of the manager in creating (or destroying) employee engagement is well documented. You cannot improve your employees' engagement without engaging their managers in the process.



## Engaging Your Team - A Leadership Development Program for Managers

Now there is a leadership development program designed specifically for building managers' skills, knowledge, and effectiveness in employee engagement - a program that goes beyond rudimentary action planning to address employees' deeper psychological needs and focuses managers on what matters most. This 1-1/2 day program was specifically designed for managers of people to build their capability in employee engagement. Through hands-on experiential exercises, you will learn:

- **Why engagement matters:** Learn what engagement is and why it matters through a series of exercises and real-world data that show the impact of engagement on key business outcomes. The role of leader in employee engagement is also explored.
- **What people really want - engagement and its true drivers:** Learn about the true drivers of engagement and the actions that make a difference in creating engagement on your own team. Deep dive into the importance of trust, communication and recognition as key managerial capabilities.
- **Managerial style and engagement:** Increase your understanding of your own management style, priorities, and preferences, and the resulting impact on your delegating, directing, and engagement style
- **Understand and engage with your own team:** Enhance your awareness of the people on your team and their specific needs to increase your effectiveness in managing them and enhancing their engagement
- **Interpret and act on your own engagement results:** Review your own engagement report to understand what it says about you as a leader to better leverage your strengths, address your developmental needs, and build your engagement capability.
- **Take meaningful actions that make a difference:** Work with a peer coach to develop a rich action plan focused on making a difference in your relationships with your team members with the specific goal of enhancing their commitment and engagement

Employee engagement is not an annual survey, it is a daily event. Ensure your people managers are equipped to do this important job. Invest in their development with Crosby Consulting.

### Program Details

- Target Audience: Managers of people at all organizational levels
- Program Length: 1-1/2 Days
- Group Size: Up to 24 participants
- Pre-work: Readings, assessment, and engagement exercise
- Delivery: Instructor-led at your preferred location
- Pricing: \$7,500 per session plus travel, materials and site costs