



## Management tool #A-21:©

### The 10 Keys To 'Employee Engagement'. How do you rate?

The #1 problem in every business in the world today is attracting top performers. Then, once you've attracted them, it's vital that you engage and retain them, or you're just 'spinning your wheels'. Employee engagement is the key to productivity and retention.

A recent global survey by Gallup, a research firm, shows that, on average, only 36% of employees are truly engaged, 51% are not engaged and 13% are 'actively disengaged' which means they're trying to sabotage the company for which they work.

Below is our Biz Tool to help you rate your business on 'The 10 Keys to Employee Engagement'. Rate your business on each of the '10 Keys' below, on a scale of 1 to 10 with 10 being excellent. You'll be amazed at what you discover. Then, at the bottom, calculate your '**Total Engagement Score**' out of a possible 100 points.

**Note:** Have each member of your Management Team, along with a cross-section of your front-line people complete this Biz Tool, individually, and compare the scores. Do you all see the business and its 'Key Engagement Factors' in the same way? Probably not.

- ☐ 1. All Team members know who we are as a business. They help create and they understand and embrace our Purpose, Values, Value Promise and our Vision & Mission. They know and are proud of our company history.
- ☐ 2. They know why their job is important and how it affects customers, the rest of the Team, the community, the environment and the bottom line.
- ☐ 3. Our Managers and Supervisors are competent, fair, energized and congruent with our culture and values. They're committed to the growth of the business and each member of their Team.
- ☐ 4. All Team members are effectively and continually trained to do their job and are encouraged and empowered to take initiative, within defined boundaries.
- ☐ 5. We have a career path with effective coaching and mentoring for those with the interest and ability to grow themselves and the business.
- ☐ 6. All Team members are compensated competitively and fairly. Our 'Benefit Package' and 'Employment Policies' help our Team feel supported, valued and secure...and help them achieve work-life balance.
- ☐ 7. We have a positive, encouraging, energized and inclusive culture that promotes excellence, teamwork, passion and joy. We do not tolerate bullying, disrespectful or unsafe behaviour.
- ☐ 8. We have a culture of clarity, commitment, urgency and accountability. There are meaningful incentives, rewards and celebrations for success...and non-performance is dealt with fairly, quickly and effectively.
- ☐ 9. Ideas for improvement, feedback and respectful debate are encouraged, listened to and acted on.
- ☐ 10. Team members know how the business is doing, how they're doing, where improvement is needed, by when...and their role in making that improvement happen.

**Our 'Total Engagement Score' out of a possible 100.**

So, what do your individual and total 'Engagement Scores' tell you about what needs improvement? On Pages 2 – 4, we'll document the actions we'll take to improve performance in each of the '10 Keys to Employee Engagement'. For each action we commit to, we'll be specific about what will be done, by whom, by when, at what cost, with what outcome, measured how.

## Action we'll take to improve our performance in each of the '10 Keys to Employee Engagement':

Our Score  
out of 10

- ☐ 1. All Team members know who we are as a business. They help create and they understand and embrace our Purpose, Values, Value Promise and our Vision & Mission. They know and are proud of our company history.

**Action we'll take to improve this 'Key to Engagement':**

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- ☐ 2. They know why their job is important and how it affects customers, the rest of the Team, the community, the environment and the bottom line.

**Action we'll take to improve this 'Key to Engagement':**

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- ☐ 3. Our Managers and Supervisors are competent, fair, energized and congruent with our culture and values. They're committed to the growth of the business and each member of their Team.

**Action we'll take to improve this 'Key to Engagement':**

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Our Score  
out of 10

- ☐ 4. All Team members are effectively and continually trained to do their job and are encouraged and empowered to take initiative, within defined boundaries.

Action we'll take to improve this 'Key to Engagement':

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- ☐ 5. We have a career path with effective coaching and mentoring for those with the interest and ability to grow themselves and the business.

Action we'll take to improve this 'Key to Engagement':

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- ☐ 6. All Team members are compensated competitively and fairly. Our 'Benefit Package' and 'Employment Policies' help our Team feel supported, valued and secure...and help them achieve work-life balance.

Action we'll take to improve this 'Key to Engagement':

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Our Score  
out of 10

- ☐ 7. We have a positive, encouraging, energized and inclusive culture that promotes excellence, teamwork, passion and joy. We do not tolerate bullying, disrespectful or unsafe behaviour.

**Action we'll take to improve this 'Key to Engagement':**

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- ☐ 8. We have a culture of clarity, commitment, urgency and accountability. There are meaningful incentives, rewards and celebrations for success...and non-performance is dealt with fairly, quickly and effectively.

**Action we'll take to improve this 'Key to Engagement':**

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- ☐ 9. Ideas for improvement, feedback and respectful debate are encouraged, listened to and acted on.

**Action we'll take to improve this 'Key to Engagement':**

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Our Score  
out of 10

- ☐ 10. Team members know how the business is doing, how they're doing, where improvement is needed, by when...and their role in making that improvement happen.

Action we'll take to improve this 'Key to Engagement':

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**Note:** After you've taken action to improve specific 'Engagement Factors', you, your Management Team and a cross-section of front-line staff can redo the 10-point Survey on Page #1 at the six-month and one-year points to compare your 'Engagement Scores' and measure your progress.

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