

THE EXTRA POINT

BY JERRY ROBERTS



303 Let's Change the Language of Engagement

Sometimes we take pretty simple ideas and make them a whole lot more complicated than they need to be. I'm Jerry Roberts and today let's talk about employee engagement in ways that everybody will understand. That's next, on The Extra Point.

I was reading an article the other day about ways to improve morale at work. It was in the current edition of a prestigious magazine and I was ready to be enlightened, to learn something new, to gain fresh insights on a very important topic.

Here's some of what they suggested. Define purpose and set goals, implement resilience training, question team structure and goals, clarify roles, provide collaborative work spaces, and create actionable core values,

You know something, there's nothing wrong with any of that — except the language didn't exactly sound warm and fuzzy like a human being actually said any of those things. Or, somebody pulled all that stuff out of a pile of corporate buzzwords and said, "Hey, this ought to impress people."

Define purpose and set goals? The article was about ways to improve morale at work, so I'm assuming we've already defined the purpose and rolled out the goals. Maybe we should be asking who actually bought in to the purpose? Did they have a voice in what the purpose is or what the goals are?

Clarify roles? If we peg this article to today, we're already four months down and eight to go in 2019. Are you saying we're not sure who is doing what, or we have people straying outside of their lanes? Why is that?

I would have loved to see something mentioned about managers getting out from behind their desks every day and walking their territory,

saying hello to workers and seeing how they're feeling. Managers can spend a few minutes talking to them about their golf game, or a hobby, about their kids, or whatever is important to them. If you want to boost morale, that's a pretty good start.

This isn't a short-term deal, "Okay, I said 'Hello' two days in a row, so now can I cross that one off my list?" No. If you want employee engagement and higher morale, this is a commitment.

Next up is show your talent, your valued workers, that you appreciate what they do. Learn how to give sincere and effective praise. I teach an entire course on recognition and praise, it's that important.

Catch people doing something right and when you do, make a big deal about it. Gather everybody around and share the good news. This is what tells your employee that he/she is on your radar screen, that you're dialed in to them and what they bring to the bottom line value of the enterprise.

If you do this regularly you'll develop a stronger "R word" with them. No, not role, but the word that is the key to engagement — relationship. If you build that up on a continual basis, maybe people will care more about those actionable core values.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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