



The 5 imperatives for engagement survey follow-through

1. Connect business goal achievement with the output of an engaged culture

Relentlessly communicate why engagement is essential in order to achieve your goals.

2. Build shared accountability of results and ownership of follow-through

Survey follow-through should not be an HR-only initiative. Everyone has a significant stake in the outcome. The follow-through effort must be prioritized as a strategic deliverable for the entire organization. Let people know in no uncertain terms that “they have been heard,” by identifying what you plan to work on together as a result of the survey.

3. Direct follow-through efforts on future-oriented actions that will elevate engagement

Avoid the focus-group trap at all costs. Focus-groups tend to concentrate their efforts on past analysis and do not effectively identify what needs to be different in the future. Be forward focused with a bias toward action and accountability.

4. Invest where engagement is won or lost -- supervisory competence

The impact of daily practices and actions of supervisors (all levels) leads to a sustainable culture of engagement. A focus on supervisory competence has the highest ROI for engagement.

5. Train for the beliefs and behaviors you desire

Change begins with awareness. Awareness gives people choices, but they still have to make a good choice. Train for what you expect, and then inspect (measure) what you expect. Engagement is a choice that can be influenced.

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