The Contagiously Engaged Team

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Presented by: ServiceElements™
The Fearsome Haka

How ENGAGED Your Team?

Sources: www.dailymail.co.uk
Disengaged Employees

Do you have any of these?

Sources: http://pixgood.com/jim-carrey-bruce-almighty.html
What is “Employee Engagement”?

“The EMOTIONAL attachment between an EMPLOYEE and his/her WORKPLACE”.
Where Are You?
Where Is Your Team?

- **Engaged**: Work with passion and feel a profound connection (alignment of values, goals and aspirations) to their organization.
- **Not Engaged**: Doing what is expected.
- **Actively Disengage**: Unhappy and busy acting out their unhappiness.
Service Culture Quadrant

Customer Service Through...

- PEOPLe
  - Insider’s Culture
  - Customer’s Culture

- INternal
  - Technical Culture

- EXTERNAL
  - Market Culture

Customer Service Through...

- TECHNICAL COMPETENCE
Gallup Employee Engagement

January 2014

- Engaged: 51%
- Not engaged: 31.5%
- Actively Disengaged: 17.5%
ServiceElements Employee Engagement

Sources: Sample B&GA organizations from ServiceElements database
## Employee Engagement = Customer Engagement

<table>
<thead>
<tr>
<th></th>
<th>Disgruntled Customers</th>
<th>Status Quo Customers</th>
<th>Intrigued Customers</th>
<th>Loyal Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actively Disengaged</td>
<td>✓</td>
<td>Unlikely</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Not Engaged</td>
<td>✓</td>
<td>Possible</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Engaged</td>
<td>[down arrow]</td>
<td>Unlikely</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
What Causes Disengagement?

- ______________________________
- ______________________________
- ______________________________
- ______________________________
What Promotes Engagement?
What Do These Three Have in Common?
People don't buy what you do, they buy why you do it.
-Simon Sinek

https://www.youtube.com/watch?v=IPYeCltXpxw
It is not **WHAT** you do
But **WHY** you do it!!
HOW GREAT LEADERS INSPIRE ENGAGEMENT?
It's about Science

It is a PRINCIPLE based on SCIENCE
Start with **WHY**

Think, Act, Communicate

“Inside Out”
Neocortex

- Rational
- Factual
- Logical
- Textual
- Detail-Oriented
- Statistical

WHAT
Lymbic Brain & Amygdala

- Purpose
- Decision Making
- Context
- Instinct
- Emotion
- No Language
What is the problem with that?
John Pierpont Langley
Why Does “WHY” Work?
start with why
Why is ENGAGEMENT So Important in AVIATION?
How to Build a CULTURE of Engagement?
THANK YOU!

Service Elements™