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a MESSAGE from SYLVIA

Employee Engagement Is Everything!

Depending on the research you read, about 30% of employees are actively engaged in their work on a regular basis. Some recent studies show that employee engagement has decreased significantly over the last five years in both the United States and the United Kingdom. Why is this? While several factors are to blame, failure to pay close attention to—and manage-- what actually *drives* passion, involvement, and loyalty heads the list.

Lack of full engagement across the board is like a poison being injected into your organization via IV drip. Little by little you notice a negative impact upon individual and team



performance, interest in achieving established objectives, overall productivity, quality of customer/client service, talent retention, and the financial bottom line. Quite a price to pay, isn't it?

Use the recommendations in my feature article below as the catalyst for turning around your own employee engagement frustrations. My goal is not to scare you, but ignoring or minimizing the problem is a fast and sure way to career destruction and organizational disaster. I can't imagine you want that.

Sylvia

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FEATURE ARTICLE

YOUR Investment Is the Ticket to Full Engagement

Wouldn't it be nice if people were like robots who could function optimally no matter what? Wouldn't it be great if every employee you ever hired was completely self motivated regardless of circumstances? Well, all of this would indeed be wonderful, but you and I know it's only a fantasy. Organizations don't run on dreams.

To enjoy the benefits of actively engaged staff you've got to make several different types of investments. Here are five that I view as nonnegotiable:

1. Resources

Plan to invest dollars into developing and growing each employee. Stagnant staff jump ship eventually. According to the Society of Human Resource Management, replacing one \$8 per hour employee costs more than \$3,500.

2. Time

Schedule regular staff meetings, both individual and group. Investing some of your precious time into coaching people, providing feedback, and helping them to understand the larger picture yields an attractive ROI.

3. Empathy

Whatever your technical skills and experiences, they alone are not enough to

actively engage human beings. You must show appropriate empathy when situations call for it. Make it a point to stop by someone's work space to express concern for her sick child.

4. Trust

This can be challenging. It's not easy to believe and assume that folks will do their jobs well by the deadline established. And yet, if you've given them what they need to succeed, you must demonstrate reasonable trust. This investment—above all others—is the silver lining in your relationships.

5. Culture

Because most people spend more time at work than anywhere else, isn't it wise to invest in the organizational "living room"? Consciously create a culture that celebrates communication, encourages learning, and rewards innovation.

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What Clients Say

I hired Sylvia to support me in my efforts to find a different employment opportunity. By working privately with her I learned that I have many key strengths to offer an organization. I now feel very confident in my skills. Most importantly, I learned that I need to be in a workplace culture that reflects my personal values. I have a complete understanding of what I want and don't want in my next job. This knowledge will aid me in my job search and allow me to accept a position—and an organization—that is right for me at this point in my career.

--Deborah, Lebanon, PA

Offers and Opportunities

Want Some Relief from Employee Engagement Struggles?

Here is my heartfelt holiday gift for YOU: If you are pulling your hair out over an employee engagement problem or challenge, this is your chance to do something about it. The FIRST TWO ezine readers who email their interest to me directly will receive a **free focused** 30 minute coaching

session designed to relieve at least some of your personal struggle on the spot. If this offer speaks to you, take immediate action. Send me an email at Sylvia@launchinglives.biz NOW. Why move into 2014 carrying the same energy sapping pack on your back? I am eager to serve! Take advantage of this opportunity.

RESOURCES

The 4 C's of Employee Engagement

Take 2 minutes and watch Sylvia's YouTube clip on the 4 C's of employee engagement on her channel at [YouTube.com/launchinglives](https://www.youtube.com/launchinglives).

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TIP

Prepare a Mini Questionnaire for Staff

If you have ten or more employees, conduct a short anonymous survey comprised of the following questions:

1. Rate your level of engagement at work using a scale of one to five, with five representing the highest possible score.
2. What organizational culture shift must take place in order for my level of engagement to increase by one point?
3. What problem must be solved in order for my level of engagement to increase by one point?
4. What could my direct supervisor do to increase my level of engagement by one point?
5. If your level of engagement is already a "5", what is your #1 recommendation for increasing employee engagement across all layers of our organization?

Why conduct this survey? I guarantee you'll learn something you didn't know before. Asking strategic questions always pays off.

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Where in the World is SYLVIA?

On December 10, 2013 Sylvia conducted a 30 minute free teleseminar entitled: "Key Drivers and Indicators of Employee Engagement" for 70 participants from across the United States and England.

On December 7, 2013 in Camp Hill, PA Sylvia provided a live workshop entitled: "Upgrading Your Career: 5 Strategies to Make It Happen" for the Professional Women's Group associated with Dress for Success (South Central PA).



Join Sylvia on these social networks!

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About This Ezine

This Ezine is 1) to provide readers with valuable FREE content which contributes to both personal and professional growth and 2) to invite them to take next steps toward working directly with Sylvia.

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Launching Lives Ezine is dedicated, above all, to "building people ... building businesses." ©2010, 2011, 2012, 2013

About SYLVIA

Sylvia Hepler, Owner and President of Launching Lives, LLC, specializes in career development for both corporate and nonprofit executives and managers. Based in South Central PA, she specifically supports clients as they upgrade their current job performance, seek a promotion, or plan/navigate a career transition. What makes her services unique is that Sylvia helps people to cope with change, loss, and grief as they work on developing their careers. Her professional background includes: nonprofit executive management/leadership, nonprofit community health program start-up, program evaluation, public speaking, business and freelance writing, teaching, and retail sales.

A certified executive coach through The Rescue Institute in Colorado and a participant in extensive continuing education opportunities with several executive coaches of national notoriety, Sylvia offers individual and group coaching, assessments, teleseminars, workshops, keynote speeches, and retreats. She has also created products that augment her coaching services. For more information contact:

[Launching Lives Website](#)

[Click to contact Sylvia by Email](#)

Reach Sylvia by phone at 717-761-5457

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Launching Lives SERVICES

Launching Lives, LLC is a full service career development company for executives located in South Central PA. Utilizing a holistic approach to service provision, Launching Lives focuses on supporting clients as they create the platinum level career they desire by upgrading their job performance, seeking a promotion, or planning/navigating a career transition

Often people don't really know HOW they might benefit from coaching. Quite simply, ask yourself these questions: "What can't I seem to resolve on my own? What is keeping me awake at night? What am I missing when I look at a certain situation? How can I get to the next professional level? How can I learn certain skills quickly? How can I narrow my professional gaps? How can I motivate my staff? How can I communicate more effectively so I serve myself and others better? How can I reduce my work-

related frustration? How can I develop a viable plan of action for myself and/or my organization? How can I obtain greater job satisfaction? Coaching is the SOLUTION to any of these issues.

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