

Rules of Engagement.

How much of what we say about our "greatest asset" - employees - is lip service?



1. Be clear about what you mean by engagement (i.e. it is not simply better "involvement")



2. Ensure senior managers are fully invested



3. Clarify how you will measure engagement and identify the contributing factors



4. Celebrate and reinforce what you are doing well



5. Where action is required, acknowledge that a single intervention is unlikely to be successful. It will have to be supported elsewhere in the system



6. Keep the lines of communication and consultation open



7. Wherever you sit in the organisation, collaborate with your colleagues. They may have more useful "levers" to pull than you have. (see No 5)



8. Engagement is not an event, it is a never-ending journey



9. Look for and measure the impact of engagement in your business imperatives



10. Recognise, reward and reinforce what you are doing well – et seq.