

From the founder of the Employee Engagement Network

# ZENGAGE

How to get more INTO your work  
to get more OUT of your work



# David Zinger

Foreword by Peter W. Hart  
Design and Illustration by John Junson



Acclaim for David Zinger's

# Zengage

How to get more into your work  
to get more out of your work

"From the heart, mind and soul of David Zinger, a man in the midst of the employee engagement movement, comes a set of reflections on the many facets of employee engagement. With each page, David unwraps a single thought, a tile, if you will, and places it before us. Taking time to reflect on each thought and how it applies to one's life, produces a complex yet simple and elegant mosaic of greater insight, self awareness and balance. By the end, Zengage prepares readers to move forward in a healthier, more centered and productive state."

**Michael Lee Stallard, Author, Fired Up or Burned Out and The Connection Culture Manifesto**

"David Zinger's Zengage delivers an experience, not just a read. Each lesson engaged me in the moment and surfaced again in a real-life, teachable moment. There is no wasted space, but the right amount of white space for personal growth."

**Steve Roesler,**

**Principal and Founder, The Steve Roesler Group**

"Zengage offers fast, useful tips to help you find the space you need to get engaged or re-engaged in your life's work. David Zinger has done a great job blending his unique sense of humor into this wonderful book to create something managers can read, use, and share with their employees. Don't just engage: Zengage!"

**Phil Gerbyshak**

**Founder [TheManagementExperts.com](http://TheManagementExperts.com)**

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# Foreword

Only my friend David Zinger would think of combining the ancient art of Zen with the modern science of engagement! But when you think about it, it all makes perfect sense.

Zen meditation promotes direct acts of wisdom and understanding that leads to enlightenment. Engagement only happens when we as individuals take the time to understand ourselves and others and act accordingly.

David's collection of inspiration is designed to help you connect in a deeper way with yourself and others. It will get you one step closer to living a more meaningful life at work and at home.

Zengage my friends!

Peter W. Hart  
President and CEO  
Rideau Recognition Solutions  
Montreal, Quebec

# Introduction

If you walk, just walk.  
If you sit, just sit;  
but whatever you do,  
don't wobble.  
~ Ummon

This book is a fusion of Zen and Engagement - Zengage. The focus is on employee engagement to help you get more into your work so that you will get more out of your work. I trust you will read these powerful and pithy statements as invitations to fully engage in your work, your working relationships, and your organization.

Read the statements as invitations. Hear these invitations inside your head, move them through your heart, and let them come out of your hands in the doing of work. For powerful engagement, we need head, heart, and hands united in engagement.

The invitations are concise because this is a book about doing not reading. You can start anywhere in the book. You can read one statement and bring it into focus for the day or you can read a bunch of statements to stimulate your engagement like an extra large cup of coffee may stimulate the start of your day.

I have fused Zen and engagement together. I have studied, yet not practiced, Zen for 35 years. It started when as a business school student. I would read D. T. Suzuki and Alan Watts rather than study business mathematics. I dropped out of business school but never dropped the zen reading. I have continued my study of Zen for 35 years even though the authors have shifted to Shunryu Suzuki and Thich Nhat Hanh.

Zen is the art of living by paying full attention to whatever we are doing in the moment. I imagine most Zen masters would be comfortable with the concept of engagement. We engage fully at work when there is no separation between the worker and the work. As D. T. Suzuki stated: “Zen teaches nothing: it merely enables us to wake up and become aware. It does not teach, it points.”

I trust these invitations point the way. And remember, “don’t wobble.”

# Engage Action

No problem.

Employee engagement is an  
experience to be lived  
not a problem to be solved.

This is the real answer  
to a problem  
we do not have.

Remember, work is no problem.



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# Engage Alertness

Don't be alarmed.

Hopefully the only  
alarming thing  
for you today  
was the  
alarm clock  
that woke you up.

Anticipate your work.



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# Engage Connection

Work Yeti?

Don't be the missing link.  
Be connected to  
your work,  
your organization,  
your manager,  
your peers  
and to your own  
happiness and meaning.



David Zinger Employee Engagement

# Engage Humor

Smile trumps Bozo

We don't need clowns  
to be happy at work  
(unless we work in a circus).

A real smile  
when meeting  
another person  
will trump  
a Bozo anytime.



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# Zengage

Soak it up.

Work is a sponge.  
You are water.

Let who you are  
be fully absorbed  
into what you do.



David Zinger Employee Engagement

# About David Zinger

[www.davidzinger.com](http://www.davidzinger.com)



**David Zinger**, M.Ed., is a global expert on employee engagement and founder of the Employee Engagement Network. His website has over 1000 articles/posts on the topic. Mr. Zinger has worked with employee engagement from British Columbia to Barcelona and Warsaw to Winnipeg. Visit David Zinger at: [www.davidzinger.com](http://www.davidzinger.com)

## **Why employee engagement and why now?**

Work has changed. Command and control are archaic and motivation is anemic. Employee engagement is the most robust and beneficial approach to get results in the age of co-created work and conversation. It transcends being an HR buzzword to creating powerful connections between all elements of the organization and results.

## **Who works with David Zinger?**

His clients include Investor's Group, Convergys, ICBC, Thompson Rivers University, Winnipeg Regional Health Authority, Manitoba Hydro, etc. In addition, he chaired the Employee Engagement Conference in Barcelona in 2009 and presented on engagement in Warsaw in 2010.



David Zinger Employee Engagement

### **What does David Zinger offer?**

He offers powerful result-focused and person-centered speaking, education, coaching, and consulting to meet the needs of each client. Organizations appreciate his leading-edge insights and approaches, spoken in the language of meaning, community, humor, story, and results.

### **What is the future of employee engagement?**

The future is now as we move beyond surveys and simplistic techniques to integrating employee engagement into all facets of the organization's approach to serving customers and creating results. To sustain engagement initiatives, employees must experience the rich benefits of engagement for themselves.

### **What are the next steps?**

Read David Zinger's blog and scan the Employee Engagement Model at his website. Join the growing Employee Engagement Network.

### **How do I get in touch with David Zinger?**

Contact him today at [dzinger@shaw.ca](mailto:dzinger@shaw.ca) or phone (204) 254-2130.



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