

**23 Things to Avoid that Cause...**



**iatrogenic  
disengagement**

**A book about Employee Engagement (gone wrong) by David Zinger**



## **23 Things to Avoid That Cause Iatrogenic Disengagement**

Are you and your organization creating the very disengagement you are trying to solve?

In medicine there is a term call iatrogenic illness, defined as of or relating to illness caused by medical examination or treatment. A common example is to go to the hospital for a procedure and end up with an infection. We don't want to infect our employees with disengagement but many things we do may unknowingly or unintentionally be creating the very problem we are trying to solve with employee engagement.

Here is a list of 23 sources of disengagement caused by our efforts to engage:

# R<sup>1</sup>



Taking away personal responsibility for engagement when we state that managers, leaders, or organizations are responsible for engagement.



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# R<sup>2</sup>



Using anonymous surveys unintentionally tells employees we don't want to know who they are.



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Asking for comments on a survey and never ensuring that employees know that their comments were read and respected.



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# R<sup>4</sup>



Stopping our employee engagement work because we don't like the lack of results we have received.



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# R<sup>5</sup>



Asking questions on an engagement survey that we lack the wherewithal to address.



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# R<sub>6</sub>

Taking far too much time between when we survey employees and when we release the data and sometimes never releasing the data. Engagement measure should be more like good toasters. You insert the data and have it pop up in no time.



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When employee engagement is talked about as something extra or a thing.



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Creating high levels of frustration when we foster motivation but fail to give employees the proper tools to do the job.



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# R<sup>9</sup>



When engagement is used as a new word for motivation and we fail to look deeper.



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# R<sup>10</sup>



Telling employees that we expect rather than encourage them to have a best friend at work.



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# R<sup>11</sup>



Having employee engagement as a mere program or event and expecting sustainable improvement.



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# R<sup>12</sup>



When we fail to ask employees directly what can be done to improve engagement.



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# R 13



When we fail to ask employees to write some of the engagement survey questions.



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# R<sup>14</sup>



When we fail to believe in  
our employees.



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# R<sup>15</sup>



When disengagement is treated as a punishable offence rather than a trigger for a conversation.



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# R 16



When we fail to address progress and setback as a key engagement issue.



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# R<sup>17</sup>



When our work becomes creepy.



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# R<sup>18</sup>



Failing to end something before  
we begin something.



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# R<sup>19</sup>



When we resort to hype and hyperbole about being a great place to work.



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# R<sup>20</sup>



Paying lots of money to be a great place to work and get the badge but there is a lack of substance behind the badge or credential.



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# R 21



Believing that everyone should find the same sense of meaning from their work.



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# R<sup>22</sup>



Failure to make use of the inherent engagement in smart phones and tablets.



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# R<sup>23</sup>



Failure to move from surveys to just in time bio-measures of engagement.



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What sources of iatrogenic disengagement are you creating? Don't let what you do in the name of employee engagement become the source of more disengagement. David Zinger offers speeches, education and consulting to prevent iatrogenic disengagement and create healthy employee engagement for the benefit of all.

Engage David today:

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