

If...

What would be the advice you would give to an organization to improve employee engagement? What if that advice could only be one sentence?

Read these eclectic contributions from 52 members of the worldwide Employee Engagement Network.

With 52 contributions, you could read a different sentence each week in 2009 and work at applying the advice to your organization each week. Imagine how much stronger employee engagement would be in your organization if you did this each week!

Follow our authors' suggestions or create a sentence of your own. Use the sentences to create a strong focus on employee engagement.

This free e-book was created out of a forum we created at the Employee Engagement Network. If you are not already a member of the Employee Engagement Network join us today at www.employeeengagement.ning.com

Network Founder and Host
David Zinger



Employee Engagement Advice in One Sentence...

[Catherine Harwood](#)

Find a way to enable everyone in the business to 'show up'!

[Terrence Seamon](#)

Play to people's strengths.

[Robert Morris](#)

Encourage widespread use of first-person plural pronouns each day, every day, by everyone at all levels and in all areas of the given enterprise.

[Skip Reardon](#)

To connect "head and heart" connect every person's daily activities (and results) to the organization's goals.

[Karl Edwards](#)

Recognize contributions made by team members by telling them what they did, how it made a difference and "Thank you."

[Ian Buckingham](#)

Get the hero leaders to role model it!

[Arnold Beekes](#)

Grow your people, grow your business!

[Lisa Forsyth](#)

Understand what your people aspire to and empower them to reach it--it is their aspirations that make them unique, and they are most engaged when working towards them.

[Rod Barnett](#)

Make it an essential work of the role of all leaders in the organization to create the conditions that encourage, maintain and improve employee engagement.

[Judy McLeish](#)

Provide direction, purpose and inspiration.

[David Zinger](#)

Create caring and robust connections between every employee and their work, customers, leaders, managers, and the organization to achieve results that matter to everyone in this sentence.

[Cheri Baker](#)

The variety of stakeholders involved in decision making should be proportional to the importance of the issue being worked on.

[Kris Robinson](#)

Have a communication strategy that includes just as much listening to employees as it does sharing information with them.

[Carol Cole-Lewis](#)

Be open to being wrong.

[George Reavis](#)

To sustain employee engagement a leader must help others practice getting feedback from one's own daily activities to complement the feedback they receive from colleagues and supervisors.

[Jean Douglas](#)

Treat people with sincere courtesy and respect.

[Mario Gastaldi](#)

Ask them what do they think is to be done, and how it is to be done.

[Varadarajan](#)

For great organizational performance, encourage the heart and energize the people process.

[Stephen A. McPherson](#)

Look after your people: physically, emotionally and spiritually; and they will look after you.

[Steve Maffei](#)

True employee engagement occurs one person at a time!

[Mike Healy](#)

Give more than you take. It will come back to you.

[Zane Safrit](#)

Why not bring out the best in everyone working to create your organization's success?

[Johane Desjardins](#)

Every employee's efforts matter a great deal to your organization; let them know often how important they are and provide as much detail about their individual contribution as you can.

[Kevin Burns](#)

Hire by values and not by a resume and then teach the good people you've hired how to do the job. People with work-ethic/engagement values will rarely go back on their word to work hard for an organization so hire good people and teach them how to do the job.

Scot Herrick

Connect the person's work to the company's goals, know your employees at a personal -- not just work -- level, and provide measurements for the work so the employees know on their own they are succeeding.

George Reavis

If you give a person feedback you engage them for a day, but if you teach a person how to ask for feedback (mostly non-verbal) you engage them for a lifetime.

Krishna Prasad

Make the employees loyal to the organization by making them involved and by inculcating a feeling of ownership in them.

Brent Daily

Take the time to learn each team member's goals and let that drive your decision-making for each individual.

Samantha Wood

Empower your team and let them remind you why you hired them.

Dan Brady

Employees already know how to improve their work and better serve your customers - just ask them!

Khalid Ibrahim

A future-focused leader is to work like spices to food making imposed business changes simple through people engagement.

Maryanna Kontaratos

Build a community that focuses on equity, involvement, achievement, recognition, and career development.

[Graeme Ginsberg](#)

Engage together - engage and be engaged: ever seek to understand the business's objectives, employees' objectives and emotions, the objectives and emotions of your other audiences/stakeholders and your own personal objectives and emotions...

[David Neilly](#)

Create challenging assignments for everyone.

[Jesse Domingo](#)

Practice empathic listening.

[Prem Rao](#)

Know people as people.

[Gary Irland](#)

Remember that it is not tips or techniques, it is knowing that having engaged employees can be the difference between survival and all of the other less attractive options.

[Bay Jordan](#)

Create shared values that will inspire people to manage themselves rather than needing to be managed, to the mutual benefit of individual, manager and organization alike.

[Eric Fiedler](#)

Capture minds (strategy / alignment / results) and Capture hearts (passion / ownership / appreciation).

[James Reece](#)

Get me involved so that it matters to me.

[John Griffith](#)

Do more than everyone else to engage your employees and only in this way guarantee an exceptional customer experience.

[Deri Latimer](#)

To all leaders: "Engage Yourself!"

[Sandi Krige](#)

Add Employee Engagement Values to your company's Mission Statement

[Jeremiah Soucie](#)

From an important tenet of branding, everything is important - engage hearts and minds (as already said) and if you find an employee with a tattoo of the company logo on them, then you have an engaged workforce.

[Scott Messer](#)

Understand and engage conflict; conflict creates clarity.

[Nels Pedersen](#)

Each individual has a positive contribution for the organization and that contribution connects each individual to the overall success of the organization.

[Debbie Moscinski](#)

The basic social need of every person is to feel included and to feel special.

[Michelle M. Smith](#)

Employee engagement is a powerful, under-utilized business tool: give employees purpose, unleash their potential, and the possibilities for you both are endless.

[Kelley Eskridge](#)

If you can only do one thing, communicate -- give everyone the information, context, explanation, guidance, parameters, updates, and feedback to help them get where they need to go -- clearly, authentically, and in plain language.

[Paul M. Mastrangelo](#)

Engagement is a byproduct of leaders' collaboration with employees to remove whatever prevents an excellent customer experience

[Scott Span](#)

Focus on engagement at all times, not just when times are bad or you think you need it-because you always do!

[Michael Kanazawa](#)

When making strategic changes, look to get people "invested in" the plans up front, not to sell "buy in" to them at the end.

Jump in...



Now take some of our sentences and make them come alive in your organization.

Would you like to contribute your own sentence on employee engagement?

Jump into the conversation and employee engagement community by joining us at [The Employee Engagement Network](#).

Network founder and host,

David Zinger

