

Defense Leadership Summit

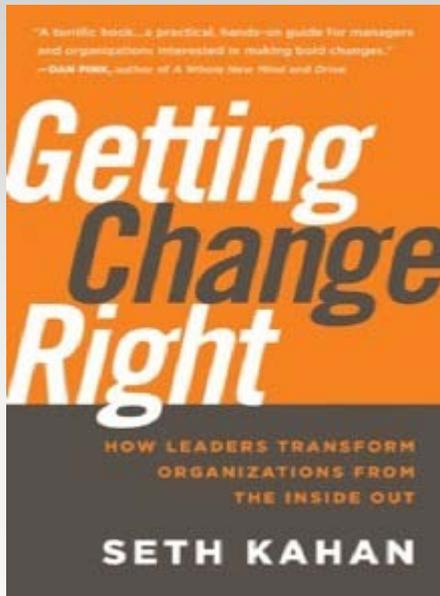
Employee Engagement

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SOUTHBRIDGE, MASS



VisionaryLeadership.com

Employee Engagement

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Doing the *right* thing for the Organization

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Doing the *right* thing for the Employee

in ways that *Inspire* and *Activate*

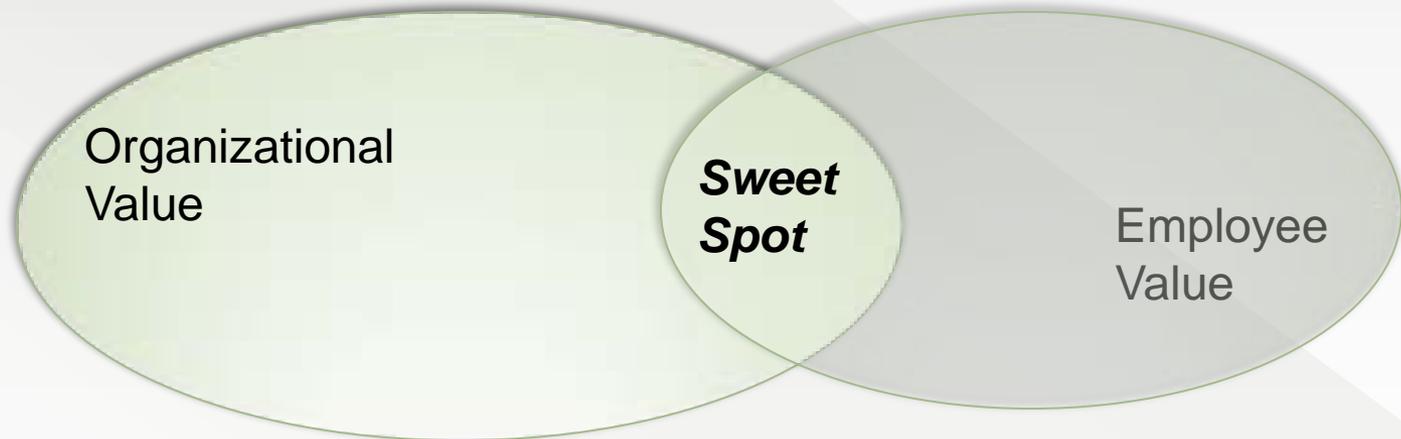
Doing the right thing

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Generating **VALUE** for the Organization

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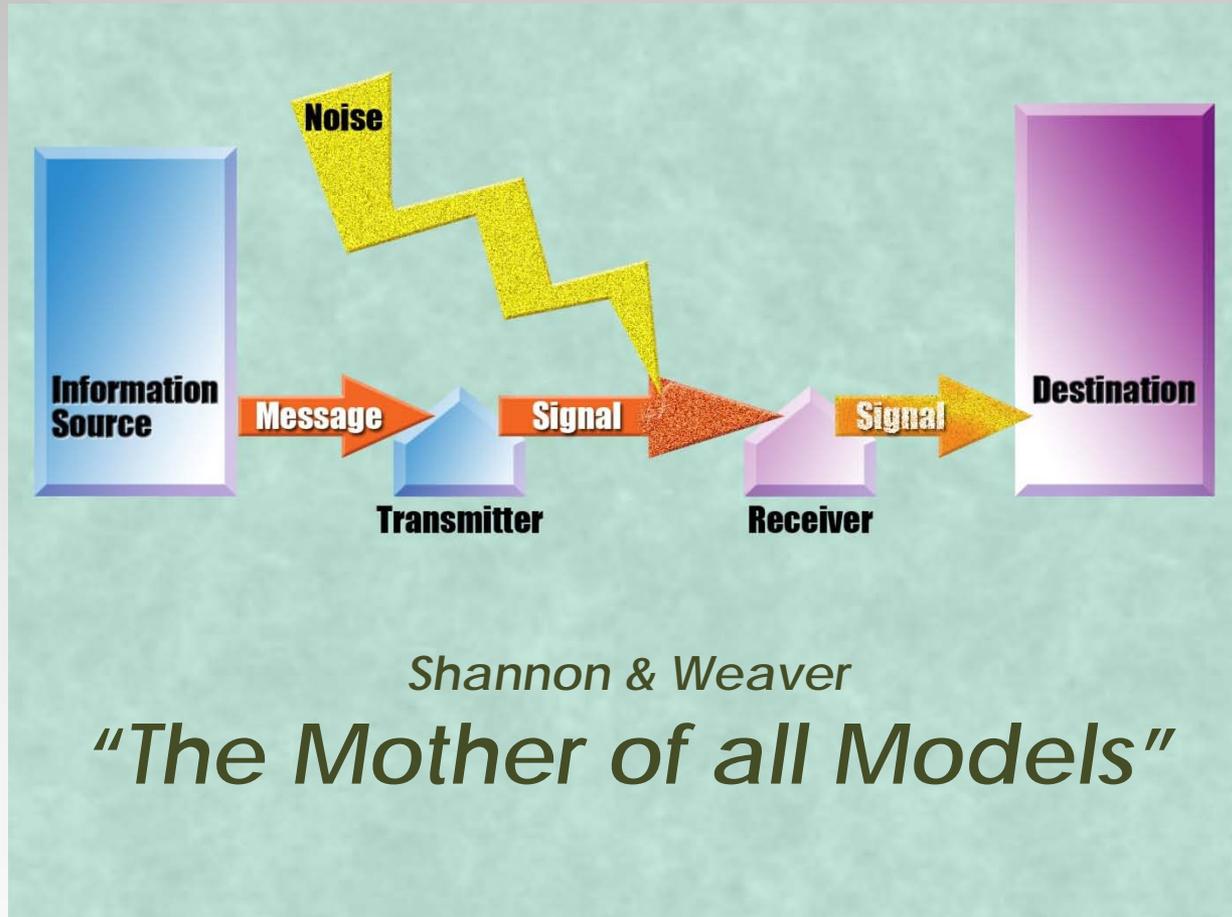
Generating **VALUE** for Employees



Getting Change Right

1. Create *Rapid* Widespread Engagement

The Wrong Model of Communication



A better way: Social Construction

1. The ways we come to understand the world and ourselves are created in relationship.
2. There is no requirement by the world that we interpret it in a particular way.
3. The shared understanding we construct together springs from its utility
4. Our understandings influence the ways we behave and possibilities for our future.
5. Reflection on assumptions, what we take for granted, is vital to effectiveness.

Getting Change Right

1. Create **Rapid** Widespread Engagement
2. Communicate so People **Get** It and **Spread** It

Skills for Getting Ideas to Spread

1. Lead Conversations that **Engage**

- a) **Weave** People into Work
- b) Make them **Co-Collaborators**
- c) **Co-Create** a Shared Future

2. Generate **Cascades** of Activity

Set off **chain reactions** of meetings and conversations

3. **Conduct** Strategic Engagement

- 1. Coordinating **Events** instead of Music
- 2. Timing, Emphasis, Highlight Virtuosos, Feedback
- 3. Create a Balance that is Cohesive, Compelling, Powerful

Getting Change Right

1. Create **Rapid** Widespread Engagement
2. Communicate so People **Get** It and **Spread** It
3. Energize Your **Most** Valuable Players

Who are the MVPs?

- Political leaders
- Policymakers
- Resource providers
(time, people, money)
- Influencers
- Thought leaders
- Technical experts
- Researchers and academicians
- Practical visionaries
- Frontline executers
- Partners
- Alliances
- Suppliers
- Competitors
- Detractors

What do with MVPs?

- ◎ *Activate!*
- ◎ *Equip!*
- ◎ *Energize!*

Getting Change Right

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2. Communicate so People **Get** It and **Spread** It
3. Energize Your **Most** Valuable Players
4. Understand the **Territory** of Change

StoryListening

1. Create a Reconnaissance Report & Share Widely
 - > Names
 - > Bullets
 - > Quotes without Attribution
2. Five StoryListening Gems
 - I. Red Lights
 - II. Yellow Lights
 - III. Themes
 - IV. Educational Deficits

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5. **Accelerate** Change through Performance Communities

Three Dimensions of Successful Performance Communities

1. Business Benefits

Improved Operational Performance Innovation Greater Reach
Better Product/Service Design Increased Engagement

1. Community Concerns

Championing a Cause Contributing to a Field of Expertise
Group Recognition Executing a High-value Task

1. Participant Payoffs

Recognition Skill Building Advancement Support Problem Solving

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6. Generate **Dramatic** Surges in Progress

Creating Dramatic Surges

TouchStone Events

- ✓ Dive Deep
- ✓ Make Contact with What is Real, Essential, Core
- ✓ Like a Tuning Fork, Strike the Keynote of Powerful Authenticity
- ✓ Design Events that Move Professionals

Know & Engage

Embrace Current Perceptions

Spring from Now to the Future

Tell Your Story

Put Audience in the Story

Show What is Possible

Pick Your Strong Points

Convey Emotion

Close with Impact

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6. Generate **Dramatic** Surges in Progress
7. **WorkLifeSuccess** in the Midst of Change

WorkLifeSuccess

- *Care* for Yourself in all Situations
- Work for What you *Believe* In
- Be a *Force of Nature*

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