

Employee Engagement

Over 200 Powerful Sentences of Advice



2nd Edition

**The Employee
Engagement Network**

Hosted by David Zinger

Employee Engagement in one sentence

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 members of the worldwide Employee Engagement Network.

This e-book was created from a forum at the Employee Engagement Network. Join us today at www.employeeengagement.ning.com



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Employee Engagement in one sentence

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Employee Engagement in one sentence

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Employee Engagement in one sentence

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Employee Engagement in one sentence

Find a way to enable everyone in the business to ‘show up’!
Catherine Harwood

Play to people’s strengths.
Terrence Seamon

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.
Robert Morris

To connect “head and heart” connect every person’s daily activities (and results) to the organization’s goals.
Skip Reardon

Recognize contributions made by team members by telling them what they did, how it made a difference and say “thank you.”
Karl Edwards

Get the hero leaders to role model it!
Ian Buckingham

Grow your people, grow your business!
Arnold Beekes



Employee Engagement in one sentence

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.

Lisa Forsyth

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.

Rod Barnett

Provide direction, purpose and inspiration.

Judy McLeish

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.

David Zinger

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

Cheri Baker



Employee Engagement in one sentence

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

Kris Robinson

Be open to being wrong.

Carol Cole-Lewis

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.

George Reavis

Treat people with sincere courtesy and respect.

Jean Douglas

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

Mario Gastaldi

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

Varadarajan



Employee Engagement in one sentence

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

Stephen A. McPherson

True employee engagement occurs one person at a time!

Steve Maffei

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

Mike Healy

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

Zane Safrit

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.

Johane Desjardins

Hire by values and not by a resume and then teach the good people you've hired how to do the job.

Kevin Burns



Employee Engagement in one sentence

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.

Scot Herrick

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.

George Reavis

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

Krishna Prasad

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

Brent Daily

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

Samantha Wood

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

Dan Brady



Employee Engagement in one sentence

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

Khalid Ibrahim

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...

Graeme Ginsberg

Create challenging assignments for everyone.

David Neilly

Practice empathic listening.

Jesse Domingo

Know people as people.

Prem Rao

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.

Gary Irland



Employee Engagement in one sentence

Say thank you - it's really that simple - pay attention to what your colleagues are doing and thank them for their efforts and contributions.

Derek Irvine

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.

Bay Jordan

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

Eric Fiedler

Get me involved so that it matters to me.

James Reece

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

John Griffith

To all leaders: "Engage yourself"

Deri Latimer



Employee Engagement in one sentence

Add employee engagement values to your company's mission statement.

Sandi Krige

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.

Jeremiah Soucie

Understand and engage conflict; conflict creates clarity.

Scott Messer

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

Nels Pedersen

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

Debbie Moscinski

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

Michelle M. Smith



Employee Engagement in one sentence

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.

Kelley Eskridge

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

Paul M. Mastrangelo

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

Scott Span

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

Michael Kanazawa

Make a ripple on the pond by caring, sharing and listening - then watch the ripples grow.

Susan Stamm



Employee Engagement in one sentence

Earn employees trust.

Susan Robinson

Give your employees reasons to want to be engaged.

Anja S

Commit your organization to transparency and empowerment.

Gregory Kirk

Clarify the goal and let them play as you open communications channel to envision what is reached and allow them to feel responsible for that.

Mario Alberto Ortiz Martínez

Encourage senior managers to smile and acknowledge all staff as they pass them in the workplace!

John Nicholls

Consider your (employer) engagement before ask employees to be engaged.

Delphine Bondran

Give them an ear, they will give their heart.

Vijay Kumar Shrotryia



Employee Engagement in one sentence

Connect, communicate and create.

N. Kapoor

Walk with employees and focus on serving others – engagement will happen.

Ryan Williams

Even if you can't follow everything your employees say, at least listen to them.

Keerthi Kalyan

Authentic engagement is not a “motivational technique” it is a survival strategy and requires the importance, priority and commitment usually reserved for capital planning, product development, expansion planning, product line implementation and other high impact business activities.

Gary Irland

Listen to your employees when they bring you an idea - the idea may not work but if you don't listen, they won't bring you another - the next one might give you a giant leap in thinking.

Ann Andrews CSP



Employee Engagement in one sentence

On a daily basis, respond appropriately -- easy to say, hard to do.

Gurprriet Siingh

Listen, dialogue, respect - while these may sound like platitudes, any collective that lives these is, to my mind, bound to be a space that engages its members - easier said than done, of course.

Vinti Mehta

Hire for talent.

Bob Gately

Find out what you are doing that disengages your workforce, then stop doing it.

Peter A. Hunter

Think aloud, listen, and be seen to listen.

Adam Hibbert

Praise people for doing what they do best, each day.

Dan Collins

Just remember that we're all human here - so check in with the people every now and again, see what they think, feel and want.

Shereen Qutob-Cabral



Employee Engagement in one sentence

I like what Douglas Conant said to his employees after becoming CEO of Campbell Soup, “ We have to win in the workplace before we can win in the marketplace”.

Pete Sitter

Listen carefully to the complaints, suggestions and questions of your people at least weekly and provide to them what they say they need to do a better job.

Ben Simonton

Take the time to write a collective terms of engagement document using an outside facilitator.

Maggie Chicoine

Motivate every single employee of the company to devote at least one minute every day to think about how they can make work-life balance better.

Dr. Bharti Pandya

Incorporate employee engagement in mission, values, objectives and quality statement of the company and then see the difference it can make to the organization.

Dr. Bharti Pandya



Employee Engagement in one sentence

Ask employees what engages them - then get them to help make it happen.

Alison Quest

Engage your employee otherwise employee will engage you.

Gautam Bhosale

Map people's strength to the organization's goal.

Manik Sarkar

Matching as closely as possible employee wants with business needs and business wants with employee needs.

Jason Grieve

Everyday, with the employees all around you, verbally or in writing, notice something positive they did or some attribute they have - and include yourself in this circle of positive notice.

Kirsten Olson

Employee engagement begins - and frequently ends - with the hiring process.

Robert Morris



Employee Engagement in one sentence

Focus on building a foundation of trust within all levels of your organization.

Trevor Nagle

Say nice things to one another and show that you care about people - engagement will follow!

Roy Saunderson

Put this sentence in your next five year plan - in five years (your company) will be widely regarded as the best place to work - this will put your feet to the fire and ensure that building an employee engagement culture is a top of the mind concern throughout the organization.

Jason Scott

One person with passion is better than forty people merely interested. E. M. Foster

Alan Smith

Here's one word of advice: act.

Abhishek Mittal

All managers: take off your blinders, open your minds, ask probing questions, listen with both ears and implement appropriate change.

Carol Wain



Employee Engagement in one sentence

Give them a vision/goal that's exciting and challenging to work towards, and provide continuous support in the form of appreciation, feedback and resources.

Kiran Gali

Encourage employees to search within themselves and their organization for the energy, spirit, compassion and knowledge that comes with finding 'what is' versus 'what is not', learn to listen to it and allow it into the everyday.

Trista Smith

Measure engagement, then find the drivers (e.g. career development, immediate manager), then fix the drivers that are not working well.

David Neilly

Get management to really understand that happier employees are more productive and profitable.

Jason Scott

If at first you don't engage - try again.

David Marklew



Employee Engagement in one sentence

Share everything you can, information, responsibility, benefits, and rewards because individuals and organizations are measured by what they give, not by what they received.

Mike Henry Sr.

Pursue a culture of inclusion, opportunity, and recognition with listening posts that are available, accessible and interactive so as to reinforce the value of individual contribution toward a clearly defined mission.

Rick Pulito

People managers need actionable information at their level, in order to help the enterprise drive employee engagement to unprecedented levels and reap all of the rewards.

Richard Melrose

If you want to measure engagement, make sure you define a customized instrument collaboratively inside the organization and keep away from pre-defined stuff - only broad acceptance in the firm will create valuable responses you can work with.

Michael Miener



Employee Engagement in one sentence

Understand what drives engagement in your company, how that impacts profit and do more of it!

Cathy Missildine-Martin

Employee engagement can only occur if you sincerely care about your people.

Kim Fabian

Do everything as though people matter.

Lisa Sansom

Be awake and aware of your employees wants and needs and then do something positive about them.

Carol A Harris

Find out what's working and do more of it.

Lisa Sansom

Empower and inspire your people to carry out the promise of your value proposition.

Keith Bossey

Help each employee get to the heart of what matters about their work.

Val Kinjerski, PhD



Employee Engagement in one sentence

No one has ever listened themselves out of an employee relationship.

Jack Needham, Jr.

Inspire people to act as it was their own business.

Bay Jordan

It's as simple as - stop to say hello, look the person in the eyes and really see them - it takes no time at all and suddenly as a leader you are approachable.

Julia Seal

Simply respect the uniqueness of the individual and tie it to the mission of the organization.

Jennifer Gladden

Involve your people in helping to set and articulate your strategy, ask them what it means to them and how they can help you achieve it, give them regular opportunities to share their ideas and thoughts on how to continue to deliver against it and recognise and reward them when they do (a genuine heartfelt thank you works wonders).

Vicki Parker



Employee Engagement in one sentence

Equip employees with the skills to hold crucial conversations so they can engage candidly, respectfully, and effectively.

Brittney Maxfield

Encourage employees and managers to mutually mentor one another and thereby create the interpersonal bonds that constitute the sinew of an engaged organization.

Paul Herr

Inspire rather than require or even attempt to “motivate” workers to become engaged.

Robert Morris

Create people to be really really great, if you don't see their greatness at first then look harder.

Paul Marciano

Use the Golden Rule.

Allyn Palacio

Focus on the quality of “engaging conversations” simply making space for them has a huge impact.

Jonathan Winter



Employee Engagement in one sentence

Understand first and foremost that your people are not your greatest asset as you do not own them - get your head around this first and you can start to understand that if you do not engage your people they will pack up and ship out when the first opportunity comes.

Rebecca Louvre

When Business Week asked Jack Welch which measurements “give the best sense of a company’s health” the former GE Chairman and CEO replied with a three-word sentence: “Employee engagement first”.

Richard Melrose

Open space, watch and take part, be prepared to be surprised.

Jon Harvey

You can never not lead; you can have a great team of self motivated employees, but your leadership is key to their engagement.

Nancy Lewis



Employee Engagement in one sentence

Listen more than you talk or tell, ask questions, show you are sincerely interested in each person.

Christine Donovan

A manager's genuine interest in employees' lives pays off at every level, in every job.

Carl Bonura

Convince every leader in your company that the biggest waste in the organization occurs anytime a disengaged employee receives a paycheck.

Brian Jones

Appreciate the stories of small victories as a source of pride and accomplishment.

Loretta Donovan

Communicate where you want to go and then involve everyone in working out how to get there.

Robin Hickman

Through constructive leadership behaviour, create the climate to maximise the desire, belief and commitment of each employee (for the achievement their individual professional and the organisation's common goals).

Anthony Sork



Employee Engagement in one sentence

All managers should recognize, appreciate and support employees and encourage them to do the same for each other.

Monique Howat

Employee engagement is the link between individual productivity, passion and purpose and organisational progression and is the most powerful source of success and sustainability that you already have.

Susanne Jacobs

Validate their contribution and their reason for being there.

Paul Hebert

Make recognition timely and public.

Jack Paluszek

To drive employee engagement, organizations need to build the capability of managers to engage their talent – one person at a time.

Janine McComb

Be passionate in everything you do and people will follow.

Jeff Seevers



Employee Engagement in one sentence

Help your group leaders to involve everyone with heart and mind by leading them in asking the critical questions for “How are we doing?” so that feedback is provided by daily activities.

George Reavis

The most effective ways to galvanize minds and hearts are simple and obvious if you really understand what moves people.

Judy Bardwick

Start with reconnecting each level, starting with the top continuing down to the frontline!

Julie Fowble

Attentively serve the people you work for, and likewise serve the people who work for you.

Victor Andres

Treat your employees the way you want them to treat your customers.

Abhishek Mittal

Sometimes the smartest man in the room is not the one everyone talks to but the one that serves everyone in the room.

Kevin Mazur



Employee Engagement in one sentence

Just use Stephen R. Covey's "8th Habit", find your own voice and inspire others to find their own.

Debora McLaughlin

If you become committed to the success and fulfillment of your people, they will be committed to the success of your business.

Tim Deutch

Engagement begins by deeply listening to people.

Lynn R Friesth

Encourage open, honest conversations in which staff feel heard and also feel they are an important part of the organization.

Susan J. Meyerott, M.S.

You need to have great patience in making available all the necessary interesting environment and encouraging environment for your employees along with key incentives to get the expected success for your organization, and a place to compete in the market.

Feryal Hafez



Employee Engagement in one sentence

Get lots of conversation going and keep them going - real talk to really engage.

Lisa Sibley

Ensure people are challenged by their roles and job scope, and supported/enabled to deliver.

Gurprriet Siingh

Understand what it means to be a servant leader and go forth and lead.

Dustin Henderson

Listen, like your lives depended on hearing the invisible sounds and the unspoken words.

Maggie Chicoine

To all organizational leaders - its about them, not you, lead with the Platinum Rule not the Golden Rule.

Skip Weisman

Organizations which engage the passion of their employees discover powerfully engaged employees.

Hamguin

Don't just turn up - turn on.

Bill Hogg



Employee Engagement in one sentence

When the heart, mind, spirit and desire to do is synergised and in harmony with the vision and mission.

Rudolf Peter Lanc

Life is too short to have employees who hate their jobs - engage them or remove them.

Pete Blank

Align the vision/mission/accountabilities/responsibilities; address willingness and ability to change across the organization; measure behaviors and outcomes - these are the fundamentals of engaging your employees.

Rick Pulito

If you pay too much attention to hierarchies, you are probably not paying enough attention to people: respect is due to human beings, not to titles.

Andrea Montuschi

Give everything, yet expect nothing.

Caroline Esterson



Employee Engagement in one sentence

Fix the broken systems that get in the way of employees' work, and use a science-based system to match people to roles and provide them with a manager who can be their leader.

Michelle Malay Carter

For great managers, the path toward engaging employees and keeping them engaged begins with asking them what they want and what is important in order to be effective in their roles.

Maynard Brusman

Measure well to manage well - managers at every level of the organization need timely, actionable employee engagement information.

Richard Melrose

Find what each employee is truly passionate about in their work and then encourage them to "follow their passions" because passion drives performance.

Jim Olson

Employer engagement is the prerequisite for engaged employees.

Peter Hart



Employee Engagement in one sentence

Engagement is the marriage of an employee's values with the organization's values.

Ray Seghers

When I was a Boy Scout leader, if a boy asked an adult for help or intervention, unless it was an immediate safety issue, the adult replied, "Do I look like your Patrol Leader?"

Bill Granda

Create engaging people and customer experiences by sincerely encouraging people to act with valour, and without waiting to be told what to do.

Doug Shaw

Engagement isn't delivered to you by the company or your leaders, it's created within you every day when you walk through the door and ask yourself, "How engaged am I willing to be today?"

Brent Shaw

Employee engagement is the power which makes organisations thrive - the trick is knowing which combination of switches and buttons you have to press (and in which order).

Richard Lambert



Employee Engagement in one sentence

Give employees a chance to have faith in the organization's business strategy.

Burgess Levin

Get your line managers to become mentors to your employees, and make sure you involve your employees in your business at a wider level.

Richard Parkes Cordock

Listen to your employees and understand what gets them excited about coming to work.

Kathy Fitzpatrick

Make your organisation the best sought address in the industry.

Rudra

Apply the “3 Rs of gaining employee commitment”: Respect your people by giving them the tools & info they need to do their jobs, recognize and reinforce their efforts.

Sybil F. Stershic

Find the best writers on the planet and have them build your customer facing brand promise into every single job description.

Paul Austermuehle



Employee Engagement in one sentence

Employers need to get creative to create and promote a culture where employees feel valued, believe they are making a difference and are having fun.

Jason M. Beauford

Leaders engage yourself and be the change you wish to see in your employees to model the way.

Deri Latimer

Create and maintain an emotional connection with employees; encourage, recognize, support and reward their behavior that supports the organization and its goals.

Bonnie Lowe

As a team, create the vision of what you wish to be - the environment, values and behavior that you will collectively aspire to and support every day.

Mary Engels

Lead from the front to inspire integrity and leadership in each and every employee.

Jason M. Beauford

Listen to the voice off your employees and they will sing the praises of your company.

Jason M. Beauford



Employee Engagement in one sentence

Connect your employees to a job they are good at and are passionate about, and stay in constant contact with them; they not only will perform but will be engaged, energized and share how much they love their jobs with their friends.

Jay Forte

Create an environment where employees have the tools (and are expected) to be the CPO - Chief Paradise Officer - of their jobs.

Vicki Hess

The decision to foster a strategy of employee engagement in your own organization is a simple one; use it or lose it.

Nels Pedersen

Don't treat others as you would like to be treated - treat them the way they would like to be treated.

David King

Be enthusiastic, positive and engaging yourself so that your people turn on, not just turn up.

Fiona Narburgh



Employee Engagement in one sentence

Be excited and energized to get into work especially on a Monday morning.

Wendy Woods

Listen to you heart and follow the path that puts a spring in your step, a song in your heart and adds passion to your voice.

Heather Hughes

Create many avenues for feedback and ongoing interchange, and respond appropriately to what you hear, because communication must be two-way to be genuine.

Carol J. Sutton

At its root, employee engagement involves truly understanding what makes your workforce tick and responding to it with genuine leadership to strengthen partnerships at all levels of your organization.

Trevor Nagle



Employee Engagement in one sentence

Create conversations and processes that make visible the choices people make every day about accountability, then highlight the ways those choices contribute to business success.

Maren Showkeir

The degree to which you serve your boss, your customers and your co-workers is the degree to which you're serving yourself and your family.

Randy Cantrell

If you want people to speak up you must consistently and publicly both listen for and celebrate the good news and acknowledge and address the bad news.

Susan Mazza

Engaged employees are valued.

Sandi Krige

Recruit the people with the right kind of attitude to make your organization a better workplace and keep the employees engaged.

Sunil Budhiraja

Hire attitude and ethics first and focus management to both enable and reward effort and successes.

Julie Noonan



Employee Engagement in one sentence

Recognizing the importance of engagement and measuring it is only the beginning - deploying a strategic change communications effort (awareness, acceptance, alignment & action) that reflects employee needs and perceptions and effectively shapes expected behavior is the key ingredient in addressing issues employees say is important to becoming or remaining engaged.

Warren Egnal

To the degree you give others what they need, they will work to satisfy your needs.

Susan Stamm

Never miss an opportunity to include “why” in any employee communication.

Karla Harvill

Encourage others to work from their head, hands and heart: authentic engagement requires all three.

Janine Moon

The best way to engage a workforce is to figure out what your organization does well, make that your mission, and communicate it openly and honestly to all employees.

Gordon Schmidt



Employee Engagement in one sentence

Build a sense of achievement by linking head (strategy and outcomes) to heart (authentic communication).

Jo Manchester

$E=mc^2$ Engagement = Maximizing connectedness and creativity.

Deb Holton

Engagement empowers every employee to maximize his or her connectedness, contribution, collaboration, creativity, and celebration of success.

Deb Holton

Engagement is caring about how you show up.

S. Max Brown

Don't watch and reward what people do, train and reward how people do it and why what they do is important.

Mike King



Employee Engagement in one sentence

Helping people feel good about themselves and their work is not the entire answer to achieving employee engagement, but it is an excellent place to start.

Steve Maffei

Recognize, respond, receive: recognize your employees needs, respond to them, receive their engagement in return.

Anja S

Honestly engage on something that matters, create the conditions so that everyone can participate authentically and honour contributions by acting on what comes up.

Alex Edghill

Pure engagement is a sincere, genuine effort to connect with people in a way that is respectful and meaningful to them; people can smell disingenuousness a mile away.

Catherine Eberlein Pfister

Find their strengths, then let them do what they do best; it's the only way to intrinsically motivate people.

Bonnie Cox



Employee Engagement in one sentence

Identify the strengths of every employee and then be sure the roles they perform are matched to those strengths.

Rick Stamm

Employee engagement is a “contact sport” and managers need to get out from behind their desks and into the workplace to actively interact with their employees.

Marty Jordan

Treat your people like an asset on the balance sheet rather than an expense on the income statement.

Bill Scott

Use INFLUENCE: Inspire innovation, Nourish trust, Foster leadership at all levels, Listen to unfamiliar voices, Unleash the power of your people, Encourage teamwork and collaboration, Notice and recognize achievements, Create a collaborative culture and Engage and respect diversity.

Debora McLaughlin

Observe the pointy-haired boss in Dilbert, and don't be him.

Rev. James Rosselli



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.](#)

If you want more information about employee engagement or the network contact David Zinger at zingerdj@gmail.com or (204) 254-2130

