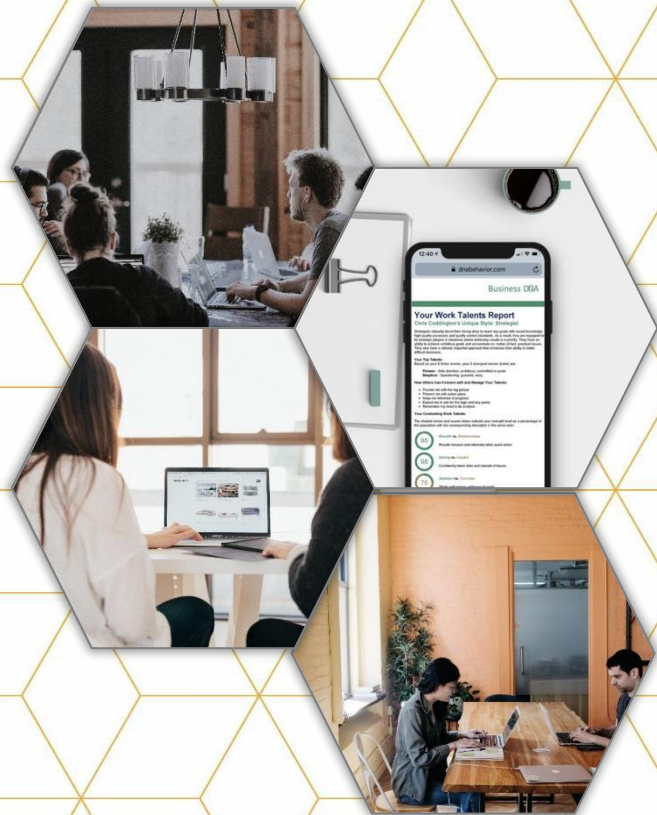


The Ultimate Guide To Employee Engagement



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I Am, I Am Not, Passionate About My Work:

Gallup's 2017 State of The American Workplace research and study reveals that actively disengaged employees cost the U.S. \$483 billion to \$605 billion yearly in lost productivity.

Further, Gallup studies found that only 33% of workers in the United States are engaged in their jobs, which means that the remaining 67% of employees are disengaged, and of those, some 16% are actively disengaged and could be disrupters.

In earlier Gallup findings, they noted that actively disengaged employees adversely influence their organization's prosperity and growth. They are more likely to steal from their company, negatively influence their coworkers, miss workdays and drive customers away. Source:

<https://news.gallup.com/businessjournal/162953/tackle-employees-stagnating-engagement.aspx>

People who are engaged at work are passionate about what they do. They give everything to it. They are excited to get to work and care deeply about their contribution.

Disengaged employees range from not getting the support and stimulation they hoped for to being actively disconnected and out to cause mischief in the business.

Think about your workplace; how would you describe your level of engagement? It isn't about money, or titles, but it is about behavior.

Yes, the work needs to have meaning for the individual, and people want to feel valued and grow with the organization. But to an engaged employee, it's all of this and more. They have a personal vision for their life and see where they work and what they do being the vehicle that delivers their lifestyle passion as well.

When Your Passion Lines up with Your Vision:

Behaviorally smart leaders understand their employees. They know the plans for their lives and do all they can to ensure that work and lifestyle align. They use scientifically based discovery processes to get below the surface of talent and experience to see what makes their people tick.

Universally Applicable Behavioral Insights

A VISION

LEARNED SITUATIONAL BEHAVIOR

NATURAL BEHAVIOR

Automatic Behavior Biases

Learning Style

Risk Taking & Loss Aversion

Leadership

Communication Style

Talents, Strengths & Struggles

Decision-Making

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FOR MORE



Predictive Results Usable for the Long Term

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Revealing something as simple as knowing that an employee needs time to think things through and is reserved, or conversely, needs clear instruction to be able to do their work, or even what kind of environment or motivation they need, are not in themselves the answer to employee engagement; but together they form a picture and reveal the personality of the employee.

Using a process to reveal and manage behaviors demonstrates a commitment from leadership to their people. It shows they care and want to guarantee the conditions for everyone that facilitates giving their best each day.

When leaders take time to understand employees, trust is built, leadership/employee commitment to each other is cultivated. It forms the basis for success both in the business and on individual performance.

Further, this approach using a tool such as DNA Behavior Natural Discovery additionally reveals behaviors that need to be managed. It identifies those willing to take high risk without any boundaries, it reveals those who are unstructured possibly leading to slippage in delivering projects on time. Armed with this insight ensures leadership can intervene with training, or counselling; whatever is needed to build and develop a workforce excited, proud and passionate about the work they do.

Employee engagement, therefore, is about positive attitudes and behaviours leading to improved business outcomes.

Building Engagement:

There are several things you can do as a leader to improve engagement on your team. While this won't be an overnight fix or a one-time activity, beginning with talking to your employees, learning about

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them and what they are interested in is a start. You as a leader need to build a psychologically safe space for people to feel comfortable sharing their thoughts, opinions and challenges.

This starts with creating trust and ensuring that people are not corrected for sharing feedback and that even challenging feedback is embraced in the group. Once you have built some trust and a safe space for the team, help people find the work that leans into their strengths, help them manage differences with others, and help them see where modifying their style will help them overcome struggles.

If this seems like “too much work,” ask yourself how much more it is to drag a disengaged workforce to complete the tasks you need to do to drive toward your goals. Yes, this is work and not “soft” or easy, but creating this kind of environment definitely pays off.

Costs of Disengaged Teams

If highly engaged teams show a 21% greater profitability (Gallup 2017) it’s not rocket science – do the math. Investing time, tools, and energy into finding why 67% are not engaged and doing something about it holds significant potential for increasing business success.

Employee engagement must be approached and built on a sound platform. It can’t be a tick in the box initiative. Employees will see through this and become disillusioned.

To learn more about DNA Behavior International and the solutions we offer, please visit: www.dnabehavior.com

If you have any questions or would like to discuss with an executive on our team, please email us at: inquiries@dnabehavior.com

