

Bridging the Gap

between people and possibilities

Jim Haudan

author of *The Art of Engagement*

Trend Business

The future belongs to those
of us who see the possibilities
before they become
obvious.

EXECUTION

trumps strategy

there is a process

human beings work here

\$370 billion

THE CANYON



• Economic Volatility

• Increased Competition

• Globalization

• Outsourcing

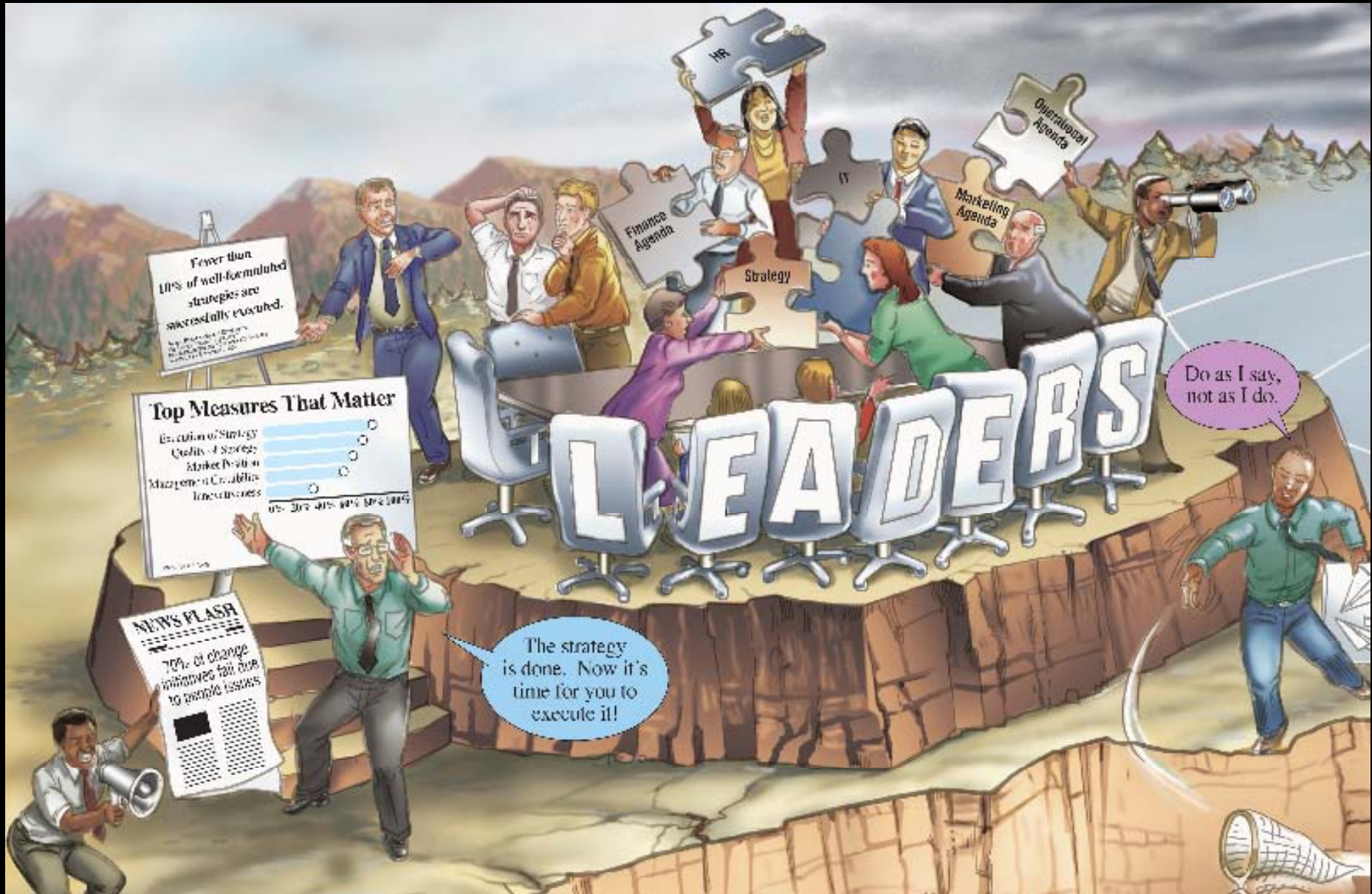
• Changing Customer Demands

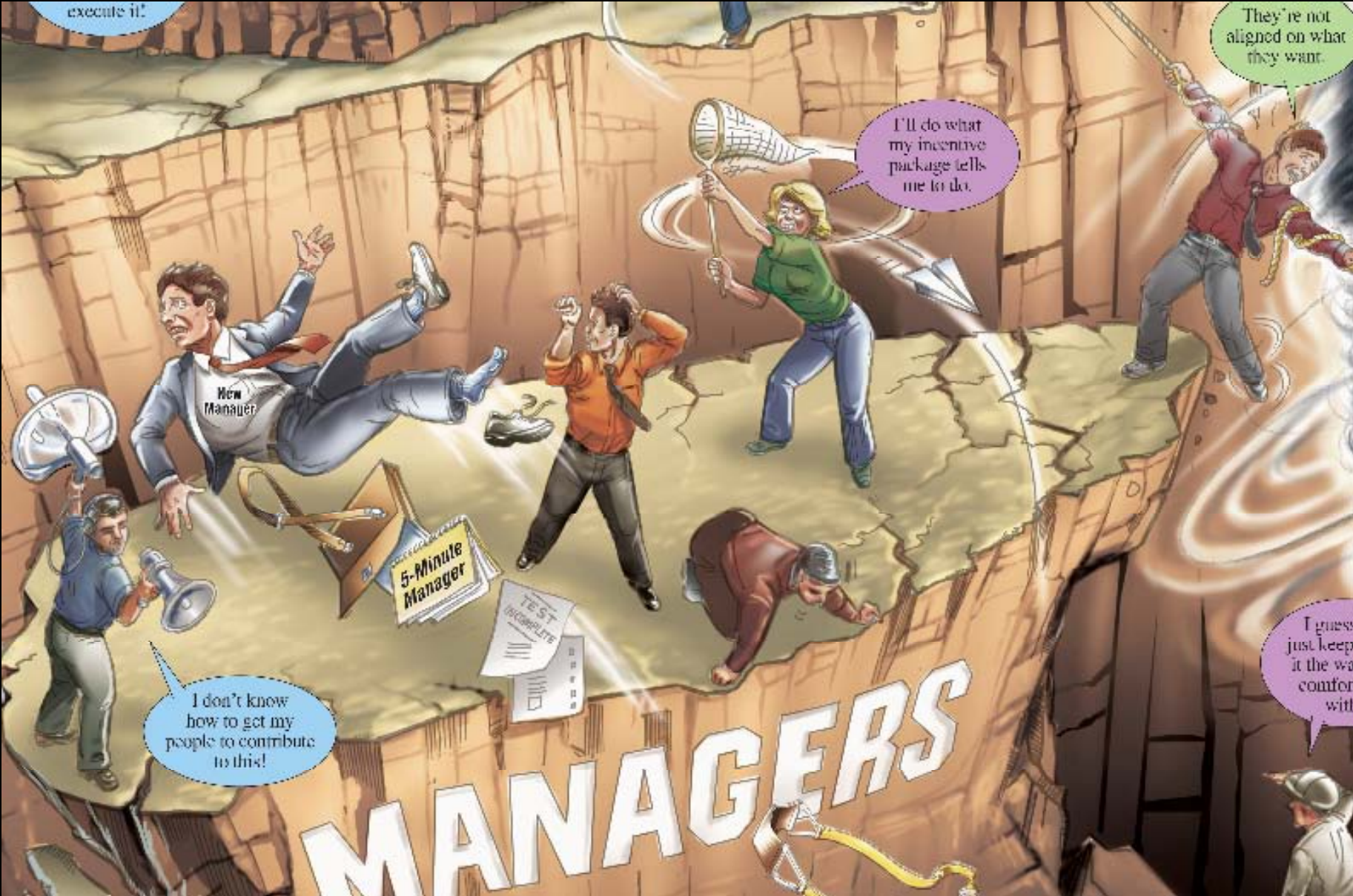
• Changing Workforce Demographics

• Multi-Generational Workforce

They don't get it.

They're not aligned on what they want.





THE CANYON

Source: Robert Kaplan
and David Norton

Source: Gallup

Source: Gallup

People **WANT**
to be engaged

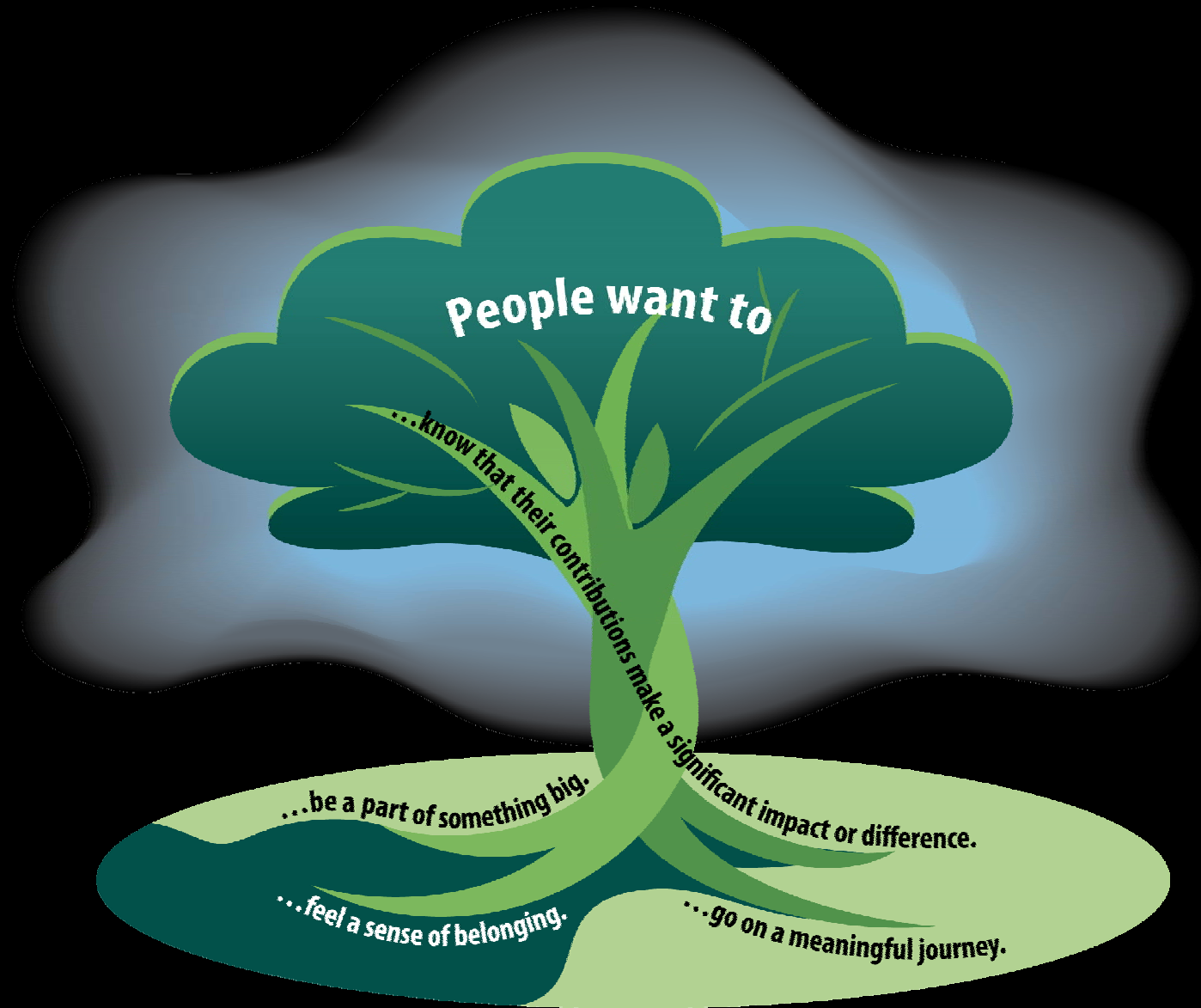






What does Engagement
look like at work?

The Roots of Engagement



The Roots of Engagement



The Roots of Engagement



The Roots of Engagement



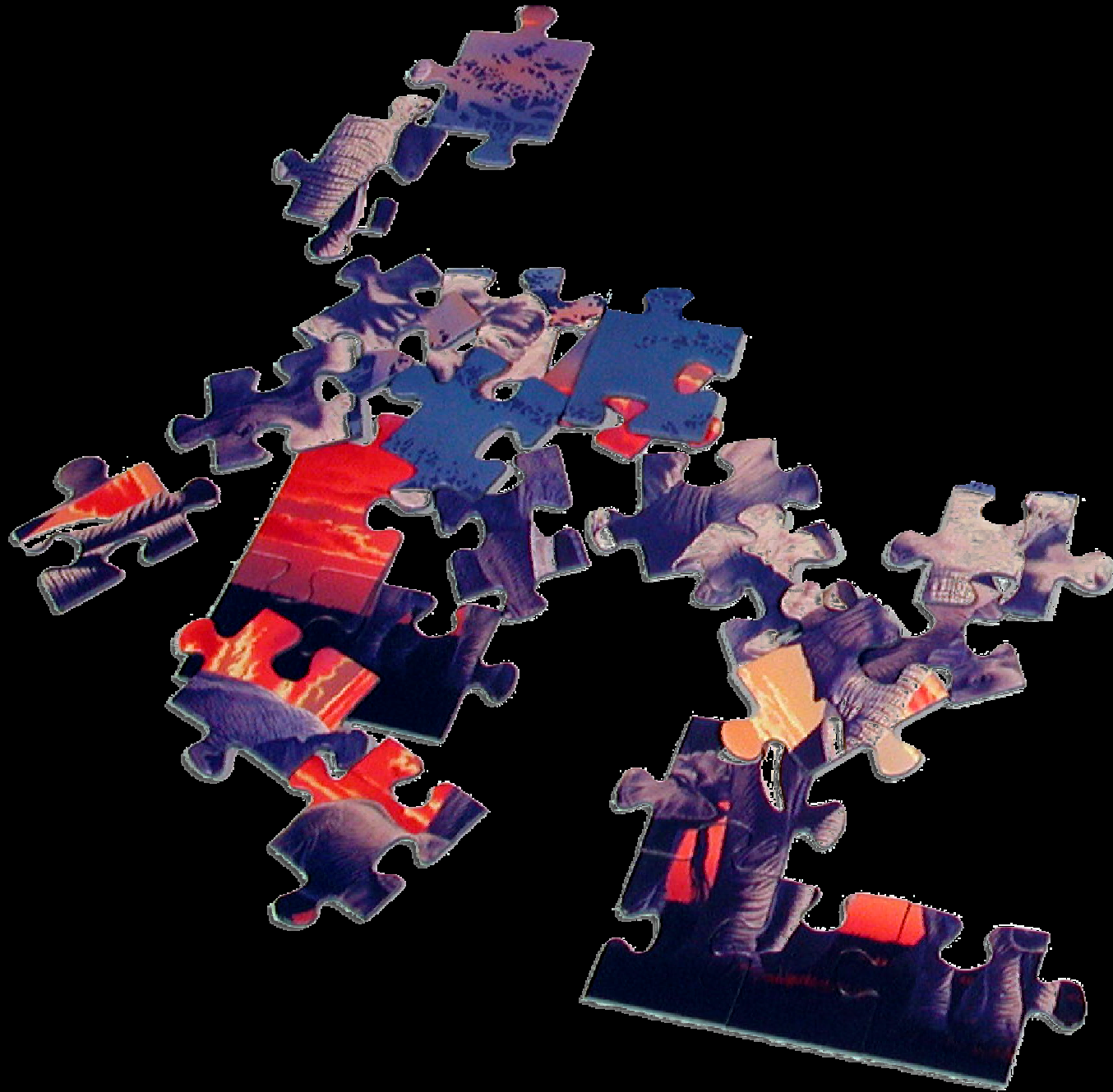
The Roots of Engagement



people want to
...know that their contributions
make a significant impact
or difference.

The Keys to Engagement

The Keys to Engagement



The Keys to Engagement



The Keys to Engagement

1. Seeing the “big picture”



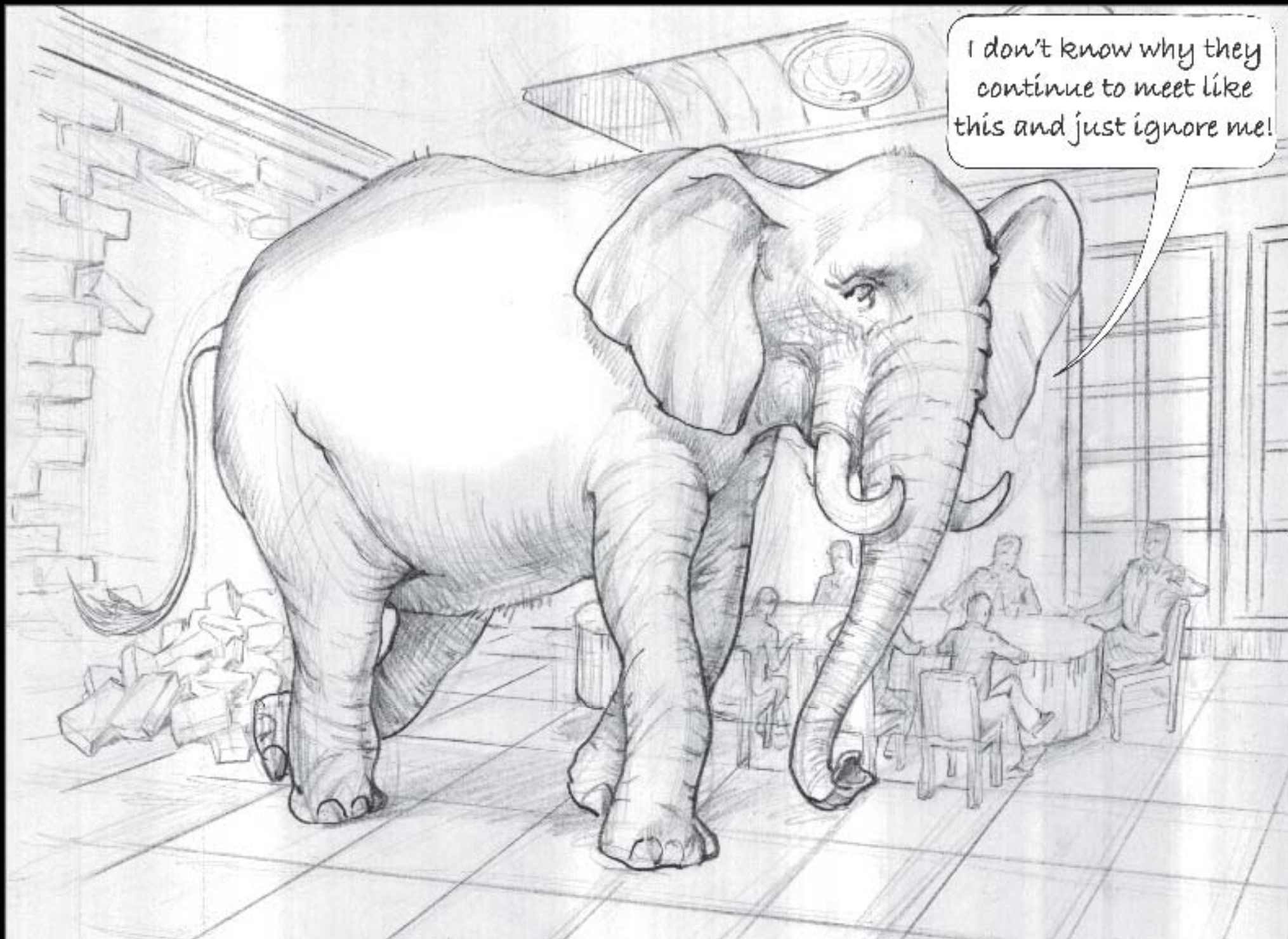
What are your bears?

The Keys to Engagement

1. Seeing the “big picture”
2. Create “shared meaning”

The Keys to Engagement

1. Seeing the "big picture"
2. Create "shared meaning"
3. Use humor to 'disarm'



We want to solve
our own puzzles



The Keys to Engagement

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4. Allow people to solve their own puzzles

The Keys to Engagement

1. Seeing the “big picture”
2. Create “shared meaning”
3. Use humor to ‘disarm’
4. Allow people to solve their own puzzles
5. *Stop* is more important than *start*



We need to help our people understand the new rules
(*Big Picture*)

We need to help them to understand how we keep
score (*Shared Meaning*)

We need to help people realize that we must take risks
to change (*Humor To Disarm, To Make It Safe*)

We need to help our people realize...like fantasy
football/baseball...that every day starts with a "what
if" (*Solve Our Own Puzzles*)

We must help them to let go of the old ways we
played the game (*Stop More Important Than Start*)

Q&A

Contact your advantage partner
to receive:

Complimentary action-planner

PDF of PowerPoint

Visit www.rootsofengagement.com to
download visuals featured today:

Canyon

Elephant in Room

Stop Before Start

Masks

Thank you

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