

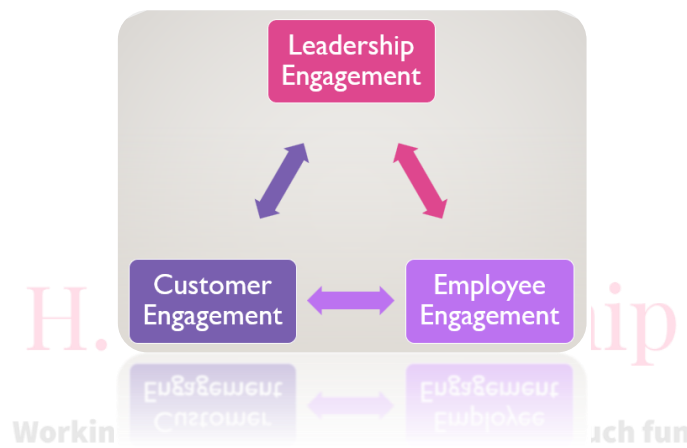
The Engagement Triangle

There is a great quote by Skye Schooley “Employees who work under great leaders tend to be happier, more productive, and more connected to their organisation – and this has a ripple effect that reaches your business’s bottom line.” Couple this with Employee and Customer Engagement and you will achieve a winning combination.

At H.I.T Leadership we focus solely on the Engagement Triangle and take a holistic approach in identifying improvements across the board, as we recognise that just one point of the Engagement Triangle could affect the whole organisation and bring down the stability that the Triangle brings.

The triangle consists of:

- Employee Engagement
- Customer Engagement
- Leadership Engagement



Employee Engagement

Even just putting aside the moral stance of treating people like you would want to be treated yourself, there is a plethora of reasons why it is beneficial to your organisations for Employees to be fully engaged, pumped about being at work, rewarded, listen to, supported and encouraged.

Scientifically speaking we need to, as much as possible, remove situations or circumstances that produce large doses of Cortisol & Adrenaline and increase situations or circumstances that produce large doses of Dopamine, Oxytocin & Endorphins.

Cortisol & Adrenaline - these chemicals are released into our bodies when stressful, anxiety ridden situations occur. Stress is caused by many physical (in front of you) and imaginary (in your mind) things i.e., under a lot of pressure, not having control over a situation, feeling overwhelmed, facing discrimination/hate or abuse.

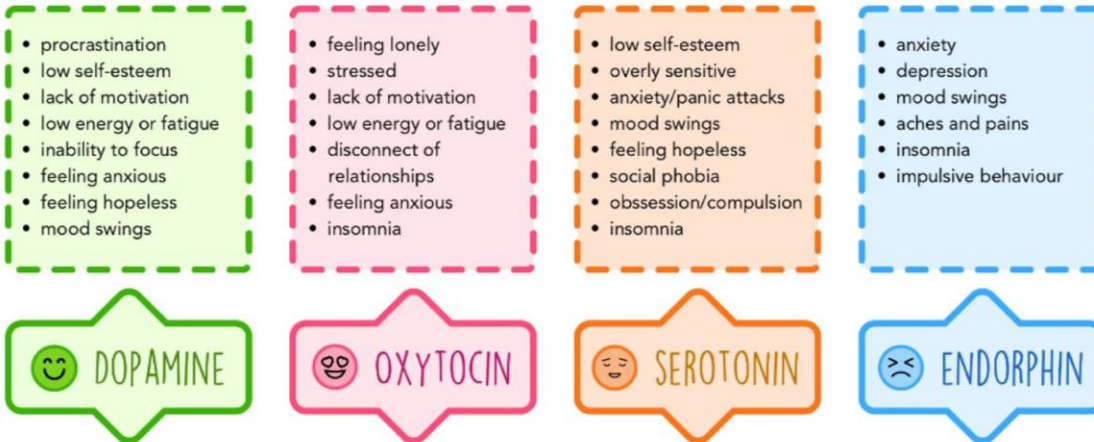
The by-product of this causes people to be intolerant, irritable, uncreative, critical, have their memory impaired and make bad decisions. Possible outcome = low retention rates.

Dopamine, Oxytocin & Endorphins - these chemicals are released into our bodies when people are excited about something, laughing, engaged and enjoying great communications. The result



of these is amazing i.e., people are more motivated, creative, focused, relaxed and generally have increased bonds with their company/managers and peers. Possible outcome = high retention rates.

How Deficiency Affects You



I understand businesses have ups and downs, it happens in most industries, but if the leadership team/managers or Employee engagement activities do not create environments that encourage the releasing of Dopamine, Oxytocin & Endorphins then the end result is burn out, dissatisfaction, lives being ruined, mistakes being made and people leaving their jobs.

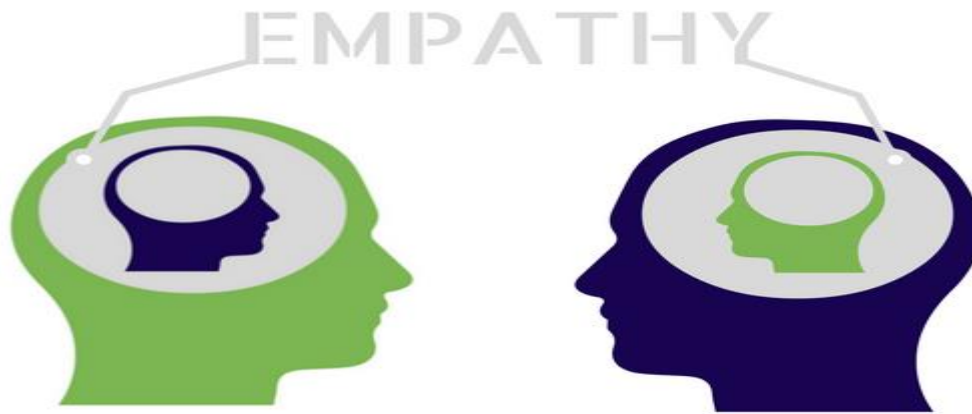
In summary, recognise the need to create environments that encourage the release of Dopamine, Oxytocin & Endorphins and you'll have yourself fully engaged teams/departments that want to work with you and want to grow within the company.

H.I.T Leadership

Managerially speaking When your role is leading people you must turn into an enabler. What I mean is a leaders role is to ensure that everyone is supported in achieving their goals, their development paths, careers aspirations and customer commitments. Leaders enable change and remove blockers so employees can achieve their tasks and goals.

Personally I see myself not only as an enabler but also a marketing person for them. It is my job to make sure their work is rewarded, recognised and celebrated as well as promoting their skills to customers and internal departments. It also my job to make sure all stakeholders know this person exists (only if they want that exposure, of course).

Most importantly though I'm there to listen. This is because Listening helps 2 people; the person speaking gets it off their chest and the person listening understands their circumstances/situation/problem or challenges.



All these help with providing a safe and welcoming work environment that people want to work and stay in.

In summary, if you want to retain employees and treat people the way you would like to be treated yourself at work then enable, market, and listen whilst being kind, empathetic and supportive.

Wrap it all up with enthusiasm, passion and delivery and you have yourself a winning combination.

Culturally speaking, Instil a H.I.T philosophy!

H = Honesty. Be honest all the time (but diplomatic when needed). Not just with people but with yourself. Talk openly about issues, where the company is going, what things could be done better and why. But also reflect and be honest to yourself i.e., am I fully being honest with the messages I'm giving.

I = Integrity. Having strong moral principles which are in line with your company values helps create the right culture needed to keep people onboard. Live and breathe the company values and people will follow suit. Fully commit to what they mean and shout from the highest point in the office so everyone can hear about them and what is being done to demonstrate the returns.

T = Transparency. Operate in such a way that it is extremely easy for others to see what actions are being performed/messages articulated, and why. You engage people by involving them and by involving them you need to be transparent so they can fully understand. Without clear, honest and transparent communication then people start to make up their own minds of what is happening.



In summary, great work-based cultures are built, at a high level, on trust, common goals and full understanding. H.I.T traits enables great work-based cultures to thrive, giving people a reason to want to stay.

Employee Engagement Conclusion: creating the right environment, with the right cultures, engagement, and rewards / feedback systems in place brings about collaborative working, increased attention to detail, innovation, going that extra mile. For any organisation there is no denying the fact about the power of an engaged employee. “When employees are engaged, they give discretionary effort, and that’s the secret sauce that turns average companies to great Companies” (Kruse, 2012)

Greater efforts mean greater profits in that engaged Employees direct their energy towards the right tasks and outcomes. If you have one person working at a place where the engagement is high, expectations are known throughout and it’s a great place to work; and another person who works in a place where Employees aren’t cared about, shouted at, no clear objectives or career direction – who do you think will be ensuring customers are happy and going that extra mile to enhance the Customer Engagement experience?

There are at least four main reasons why engaged workers perform better than non-engaged workers. Engaged employees often experience positive emotions, including happiness, joy, and enthusiasm; experience better health; create their own job and personal resources; and transfer their engagement to others.

Customer Engagement

A lot has already been said in Employee Engagement that greatly helps all areas of the business, including Customer Engagement. However, Customer Engagement is slightly different, in that it is the process of interacting with Customers through varied channels to develop and strengthen a relationship. When Customers feels safe and unpressurised to buy, they are more open to conversations that could lead to sales. When a Customer is being treated above and beyond the contractual requirements, knows their enquiries / challenges are being dealt with in a timely manner and have built a relationship with nearly every touch point (ingress point) within the business, then discussing account plans and future growth initiatives is simple.

Loyalty is built when respect, honesty, transparency and integrity are shown in Customer interactions. It boosts trust as well so valuable customer feedback and insight can be sought in an honest environment. The Customer insights mean informed marketing decisions can be made. Trust and loyalty means you have a referenceable source to build your Customer base.

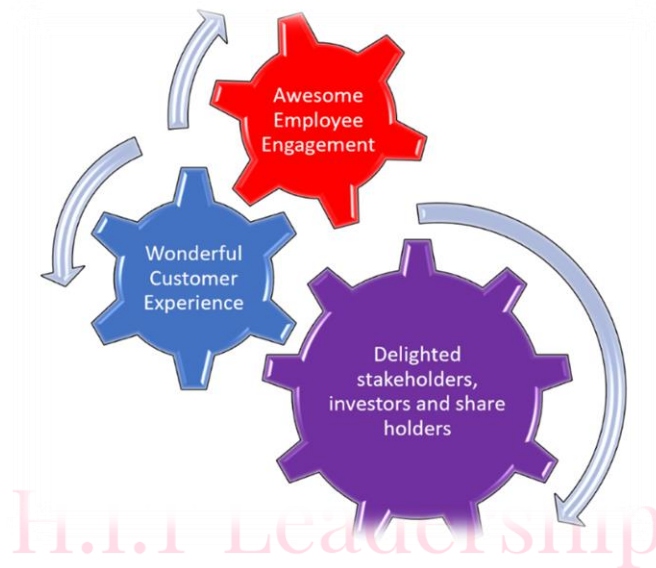




The following stats show the direct correlation between how engaged your customers are and how profitable your organisation is; results by Ray Wang of Constellation Research found that “companies who have improved engagement increased cross-sell by 22%, drive up-sell revenue from 13% to 51%, and also increase order sizes from 5% to 85%.” It is clear that having Customers emotionally invested in your products/services increases repeat purchases, contract retention rates and word of mouth advertising.

Customer Engagement Conclusion:

People buy from people so why wouldn't your Customer Engagement include Employee Engagement activities to enhance the experience on both sides? After all, the Customer experience is the success to every organisation (brings the revenue in, maintains a steady flow of income, provides valuable insight and increases personal marketing).



Leadership Engagement

How Leaders engage with Employees and Customers is the final stage of the Engagement Triangle. Stability and growth can only be woven into the culture of a business if the Leaders not only believe in the company values, but also demonstrate and live by them. The way we Lead impacts everyone around us. Like the Pygmalion effect (when belief in Employees/Teams abilities is shown by Leaders, this produces positivity and productivity within those Employees/Teams), Leader's behaviours shape organisations and affect Cultures.





Sometimes it's hard to objectively assess a situation when you are close to it. Therefore, an independent review of Leadership practices and styles is required, in an ever-changing world where adaptability and understanding the psychological impacts of our actions and words is paramount.

One key element that all Leaders should know is, people who feel appreciated will always do more than expected because appreciation is one of life's greatest motivators. This does not just mean financial. Showing gratitude and appreciation can be company awards, vouchers, time off or just good old fashioned verbal thanks for a job well done, in an environment where others can celebrate as well.

Leadership Engagement Conclusion:

Like a Cox on a rowing boat, business Leaders need to set direction, set the beat and rhythm in line with the company values and instil passion, drive and commitment so the Employees (rowing boat crew) want the same goals and will do everything possible to achieve them.

Businesses with purpose, goals, and visions have no time for drama. They invest their energy in creativity and focus on having a positive environment.



H.I.T Leadership

Working together has never been this much fun

