



## LEADING FOR ENGAGEMENT

*Igniting Workforce Purpose, Accountability and Change-Readiness*

---

### ***The Problem***

Much of the current research points to the fundamental change in today's workforce; which is, the erosion of employee engagement as the single greatest organizational challenge facing executives. Line-managers sense there is something different going on in the workplace that is affecting employees' *emotional commitment*. The majority of employees are working hard, but new harsh work realities are taking their toll. Longer hours, fewer resources, a focus on fighting fires rather than on celebrating success, feeling little control with constant, seemingly arbitrary, change and ongoing job uncertainty are all having an adverse affect on today's workforce.

### ***The Solution***

**Leading for Engagement** enables managers to build and sustain an engaged workforce, common to the best employers. Research has identified over 300 engagement drivers and confirmed only a "vital few" create significant engagement gains. **Leading for Engagement** teaches the synthesized top drivers, which are included in the ACE meta-model that acts as the cornerstone of this program:

**Accountability** – Managing Accountability and Execution

**Change-Readiness** – Facilitating Employee/Organizational Readiness to Change

**Empowering Sense of Purpose** – Building Meaning and Purpose in the Workplace

### ***The Outcomes***

- Increase levels of emotional commitment and engagement
- Enhance strategic agility and organizational change-readiness, accelerating time it takes to leverage market opportunities and resolve business problems
- Increase follow-through and results of critical priorities, closing the gap between vision and execution
- Help employees develop greater resiliency, operating from a sense of purpose that provides clarity of direction, even during difficult and ambiguous times
- Upgrade the degree of discretionary effort employees exhibit, leading to higher levels of productivity and financial performance

**Dates & Times: Tues/Wed June 27-28, 2006**

**8:30 a.m. – 5 p.m.**

**Location: TBA**

**The Leading for Engagement workshop fee: \$950.00 plus GST**

**Contact** Robert Gilfoyle, 604 684-8041, Robert\_Gilfoyle@telus.net to register, or to ask for further details and information on group discounts. If you prefer send a cheque payable to OTI Performance Inc, to 1316 East 20<sup>th</sup> Avenue, Vancouver, BC, V5V 1P3.