

5 FACTORS THAT  
ENHANCE ENGAGEMENT:  
ESPECIALLY DURING  
THE COVID ECONOMY

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# ENGAGEMENT CHALLENGES

- According to September, 2020 Gallup poll:
  - Only 36% of employees are fully engaged**
- Cost of disengaged employee = 1 / 3 salary (Forbes)
- Additional challenges during Covid economy
  - In-person interaction is missing
  - Communication is more difficult
  - Working from Home challenges
  - Everyone more stressed

# PURPOSE & AGENDA

**PURPOSE:** Provide actionable insights that will enhance personal and team engagement

**AGENDA:**

- Define 5 key factors for engagement & related challenges
  - Solutions for improving on each factor
- Personal case study
  - Assessing performance based on 5 factors
- Discussion and Q&A

**Poll 1:** What is your primary role at your organization?

# 5 KEY ENGAGEMENT FACTORS

Purpose

Contribution

Team

Energy

Compensation

# PURPOSE

- WHY DO WE EXIST? WHO ARE WE?
  - Mission
  - Vision
  - Values
  - Culture
  - Passion
- Baseline: Do no harm
- Challenges:
  - Weak company Vision, Mission, Values
  - Unclear personal Passion

# PURPOSE: SOLUTIONS

- Rely on your Mission, Vision, Values & Culture as North Stars.
- Review Company Mission & Vision.
  - Covid may create long-term opportunities or challenges.
- Revisit your team member passions/ motivations.
  - Motivational assessment
  - Part of Engagement report

# CONTRIBUTION

- WHAT DIFFERENCE DO I MAKE?
- Right seat on the bus
  - Education
  - Skills
  - Behaviors
  - Competencies
- Baseline: Ability and opportunity to grow into role
- Challenges: Insufficient understanding of what the role requires and the individual's fit for it.

# CONTRIBUTION: SOLUTIONS

- Assess “soft skills” before hiring or when moving into new roles
- Provide mentoring and coaching
- Job benchmarking to define the needs of the job
- Job matching to determine:
  - Who best fits the job when hiring
  - Which skills to develop



# TEAM

- DO TEAM MEMBERS ENJOY THE TEAM?

- Organizational Culture
- Executive leadership
- Team norms
- Direct manager
- Bond with teammates

- Baseline: “The No Asshole Rule”

(Book by Stanford Professor Robert Sutton)

- Challenges: Remote work & distancing create communication and bonding barriers

# TEAM: SOLUTIONS

- People first! Demonstrate empathy, care for others
- Understand & accommodate
- Communicate, Communicate, Communicate!
- Create time for team social interactions, i.e. at beginning of group calls
- Team alignment workshops help team members to understand each other.

# ENERGY

- DOES TEAM MEMBER HAVE THE ENERGY TO PERFORM?
  - Stress management
  - Family responsibilities
  - Self-care: Sleep, Nutrition, Exercise
  - Time off/ Vacations
- Baseline: Personal energy matches job needs
- Challenges:
  - Additional responsibilities at home
  - Distancing and worries sap energy

# ENERGY: SOLUTIONS

- Provide flexibility that allows self-care
- Seek ways to connect with team members & having them connect with each other
- Assign projects that give the individual energy
- Promote supportive interactions between team members

# COMPENSATION

- HOW AM I REWARDED FOR MY EFFORTS?
  - Salary
  - Benefits
  - Title
  - Flexibility
  - Work/Home life alignment
- Baseline: Sufficient to meet core needs
- Challenge: Limited financial resources

# COMPENSATION: SOLUTIONS

- Understand personal needs
  - Change role for high risk people
  - Protective equipment/ policies
  - Funds for home computer monitor, chair
  - Extra pay for increased risk
- Provide flexibility – work/life is different now

# 5 ENGAGEMENT FACTORS

Purpose

Contribution

Team

Energy

Compensation

# ZBIG'S STORY AT UIC: A CASE STUDY



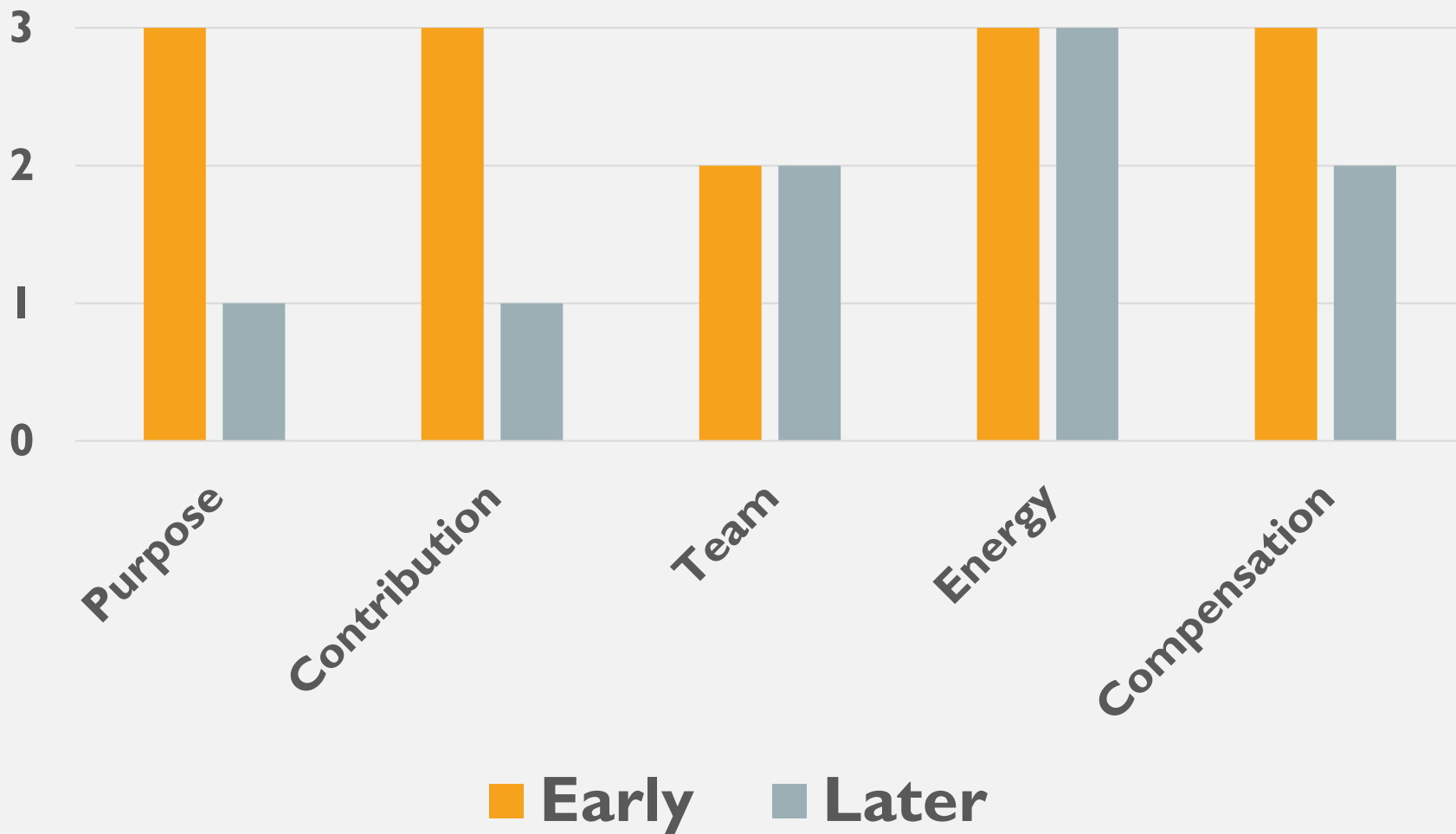


# RATING EACH FACTOR'S ENGAGEMENT IMPACT

On a Scale of 1 to 3

- |               |   |
|---------------|---|
| 3 = Positive: | Energizing                                    |
| 2 = Neutral:  | Does not inspire best effort                  |
| 1 = Negative: | Diminishes engagement<br>May consider leaving |

# ENGAGEMENT COMPARISON: EARLY & LATER



# WHAT COULD HAVE BEEN DONE?

- **Purpose**

- Assess Zbig's motivations in new role

- **Contribution**

- Assess fit for new role and training/ support needed
- Provide leadership training

- **Team**

- Provide team member assessments
- Schedule team building/ alignment workshops

- **Energy:** No action needed

- **Compensation:**

- Match the title to the role

# ASSESS YOUR OWN ENGAGEMENT OR A TEAM MEMBER

**On a Scale of 1 to 3**

3 = Energizing; 2 = Neutral; 1 = Disengaging

Purpose \_\_\_\_\_

Contribution \_\_\_\_\_

Team \_\_\_\_\_

Energy \_\_\_\_\_

Compensation \_\_\_\_\_

# TAKEAWAYS

- How can you help your team members?
- How can you increase your own engagement?
- What support can you get from your organization?
- Times of change provide opportunities to stand out!

# NEXT STEPS

- IMPROVE ENGAGEMENT:

Obtain Free 5 Factors Coaching Guide

Email Zbig at [zskiba@skiba-associates.com](mailto:zskiba@skiba-associates.com)

- Connect with Zbig on LinkedIn: Zbig Skiba
- Other organizations interested in webinar?