

Melcrum's

Employee Engagement Newsletter

A free monthly e-newsletter for internal communicators

By Chris Gay



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What are your three engagement priorities?

Welcome to the first issue of Melcrum's monthly newsletter on employee engagement (as a subscriber to *The Source for Communicators* you've been sent this first issue as a taster, but you can [subscribe now](#) for the next issue).

No matter where you stand on the issue, the simple bottom line is that employees' performance is becoming a significant differentiator for most organizations. Whether you choose to call this a high-performing culture, a highly engaged organization, or aligning employees with the business strategy, there are four key issues that describe an end state where employees are truly committed to helping the organization succeed in the marketplace.

This is when employees:

1. Understand the business and their role in its success.
2. Trust leadership and believe they are making decisions with the best interest of the business and the people in mind.
3. Are engaged in making a difference in their jobs every day.
4. Feel valued and appreciated.

If an organization achieves these four things, it will find that the performance of its employees will have a direct impact on their bottom-line results. There is a great deal of research to support this. For example, Gallup has done research that shows that 16% of the US workforce is actively disengaged, costing the US economy upwards of \$300 billion in lost productivity.

Find three or four priorities

The key to an engaged workforce, which is the language we'll use for the purpose of this newsletter, is finding the three to four priorities that really will make a difference to your associates and to your organization.

In many organizations, employees are working on 20-30 initiatives hoping that some of them will be the right ones. Future issues of this publication will focus on how to determine the true drivers of engagement, and tried-and-true solutions that address those drivers once they're defined.

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