

Enhance Engagement and Performance Will Sprint Ahead

The famous Nike slogan is simple, direct and to the point: “Just Do It™.” Why is it today that we can’t simply tell someone to do a specific task and they just do it, without complaining, and yet handle it with enthusiasm and energy? Well, it could be because they don’t know how to, or they have other more pressing responsibilities that need their attention. However, there could be a third reason. Employees could be lacking engagement.

I define engagement as when employees choose to commit extra effort, time, and mental energy to actively and willingly contribute to the company’s success, using their head, heart and hands. Employees are generally from many different levels in the organization and often feel fully involved and enthusiastic about their jobs and the impact they make. Employees usually speak very highly of the company, who they are committed to, which includes their job, manager and co-workers as well.

In over 20 years of research with the Gallup Organization, Marcus Buckingham has reported that only 26% of the US workforce is engaged, while 55% is not engaged, and 19% is actively disengaged. This data is pretty compelling and eye-opening. I believe this employee engagement issue is not an *employee* issue at all, rather, it is very much a *leadership* issue.

In order for employees to feel and be engaged, we need the leaders to inspire the workforce each and every day. Employees have a much greater tendency to further engage and enhance their performance when they feel valued, respected and that they are contributing to the organization’s success in a meaningful way. Ways in which leaders can successfully inspire their employees to ‘just do it’ without even being asked or reminded, is by actively practicing the “10 Winning Strategies to Building a Culture of Engagement” (*blog entry below*).

Just like the *Just Do It™* slogan was inspired by Nike’s can-do attitude, choosing to exercise the right attitude when striving to enhance your company’s engagement initiatives is key. You can literally unlock the opportunities...or prevent them.