

THE
VBACONNECT|PROTECT
EXPERIENCE

STRATEGICALLY ENGAGING EMPLOYEES & OURSELVES

Erin Black, PhD, APR



Let's Talk

- Define & Discuss the Importance of Employee Engagement
 - Identify Opportunities to Increase **YOUR** Engagement
 - Create a Strategy to Offer Engagement to your Employees
-

MY

WHY

- Professional & Personal Evolution
- Balance
- A Needed Bridge



What is Employee Engagement?

The level of **enthusiasm**
& **dedication**
a worker feels toward
their job.

WHY?

Engaged workers, as opposed to their **disengaged** counterparts, are listening, retaining, and striving to use the information that is communicated corporately to take the organization to the next level.

32%

ARE YOUR EMPLOYEES
ENGAGED?

HOW ABOUT **YOU**?

51%

of workers are only
sometimes
engaged.

- Engaged
- Moderately Engaged
- Barely Engaged
- Disengaged

32%



17%

WHY DOES ENGAGEMENT MATTER?



Increased Profits

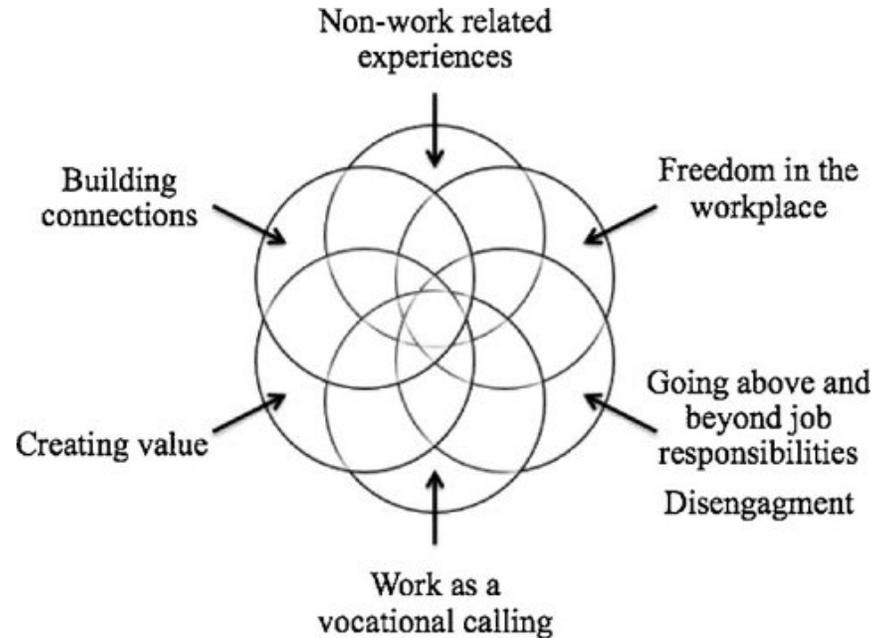
Higher Retention (87%!)

Increased Productivity

Increased Efficiency

Increased Customer Loyalty

Lemon & Palenchar's **Zones of Engagement**



- Creating Value
- Building Connections
- Non-Work-Related Experiences
- Freedom in the Workplace
- Going Above & Beyond
- Work as a Calling

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

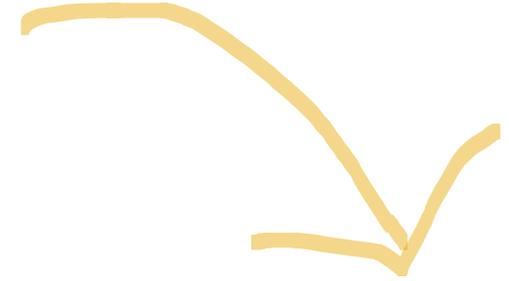
Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



...when employees see their
work **impact** the organization
& community.

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



... (1) organizationally
(mission/vision), (2) in their job
role, & (3) with other employees.

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



...when they receive **support**
during difficult times.

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



...when they have freedom to be creative within **their own job** / the opportunity to fail without repercussions.

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

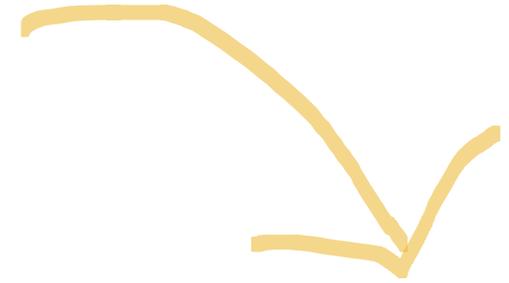
Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



...when they feel they can go
above and beyond **their own
job role.**

Zones of Engagement

(Lemon & Palenchar, 2019)

Creating Value

Building Connections

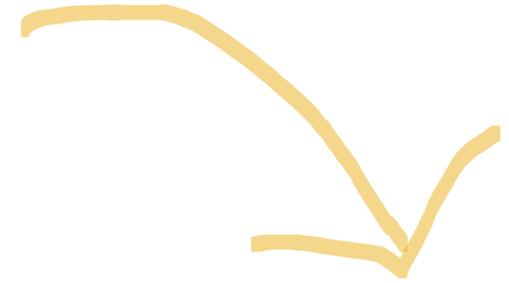
Non-Work Related Experiences

Freedom in the Workplace

Going Above and Beyond

Work as a Calling

Employees Experience Engagement...



...when they feel that their job
is **more** than a job.



What Workers Want: a R.E.S.E.T.

- Relationships
 - Empathy
 - Job Confidence
 - Employee Recognition
 - Training
-

HOW WOULD YOU RATE...

	YOURSELF	YOUR EMPLOYEES
Relationships	✓	✓
Empathy (Understanding)	✓	✓
Job Confidence	✓	✓
Employee Recognition	✓	✓
Training	✓	✓

HOW WOULD **THEY** RATE YOU...

ENGAGING IDEAS

Relationships

Empathy/Understanding

Job Confidence

Employee Recognition

Training

Are you **building** relationships?

With Leadership?

With Management?

With your Employees?

With your Peers?

With your Customers?

With your Suppliers?

With your Community?

ENGAGING IDEAS

Relationships

Empathy/Understanding

Job Confidence

Employee Recognition

Training

Are you **fostering** empathy?

Do you let your
organization...

Know your dreams?

Know your goals?

Know your hardships?

Know your family?

Know you?

ENGAGING IDEAS

Relationships

Empathy/Understanding

Job Confidence

Employee Recognition

Training

Can you drive your **own** job confidence?

Have you...

Asked for resources?

Asked for a seat at the
table?

Asked for feedback?

Reviewed protocols with
leadership?

ENGAGING IDEAS

Relationships

Empathy/Understanding

Job Confidence

Employee Recognition

Training

Are you **leading** the pack?

Are you going above &
beyond?

Are you engaged,
disengaged, or somewhere
in between?

What could you do to shine?

Does leadership know what
you're doing?

ENGAGING IDEAS

Relationships

Empathy/Understanding

Job Confidence

Employee Recognition

Training

Let's **talk** training.

Have **you** asked for training?

Have **you** asked for a mentor?

Have **you** completed available trainings?

Are **you** an active participant in training?

OFFER THE OPPORTUNITY TO ENGAGE



Relationships

Empathy/Understanding

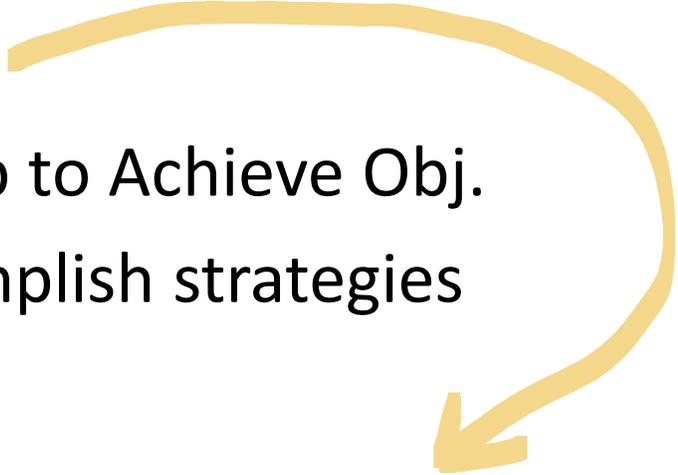
Job Confidence

Employee Recognition

Training

QUICK REVIEW

- RPIE
- Goals – Long Term, Broad, Global
- Publics - WHO
- Objectives – SMART!
- Strategies – A Roadmap to Achieve Obj.
- Tactics – Tools to accomplish strategies



Smart, Measurable, Achievable, Realistic,
& Time-Specific

MAKE IT HAPPEN



Goals

Publics

Objectives

Strategies

Tactics

Enhance employee
engagement within the
organization.

MAKE IT HAPPEN



Goals

Publics

Objectives

Strategies

Tactics

The Managers

MAKE IT HAPPEN



Goals

Publics

Objectives

Strategies

Tactics

Educate the management team about the value of employee engagement and opportunities for engagement before the end of 2022.

MAKE IT HAPPEN



Goals

Publics

Objectives

Strategies

Tactics

- Promote the employee engagement initiative with the leadership team.
- Promote the initiative with the management team.
- Create an open conversation about engagement between leadership and the management team.

MAKE IT HAPPEN



Goals

Publics

Objectives

Strategies

Tactics

- Develop an employee engagement curriculum designed for the management team.
- Develop an employee engagement presentation designed for leadership.

IT'S TIME TO **RESET**
THE WAY WE WORK.

Let's Review

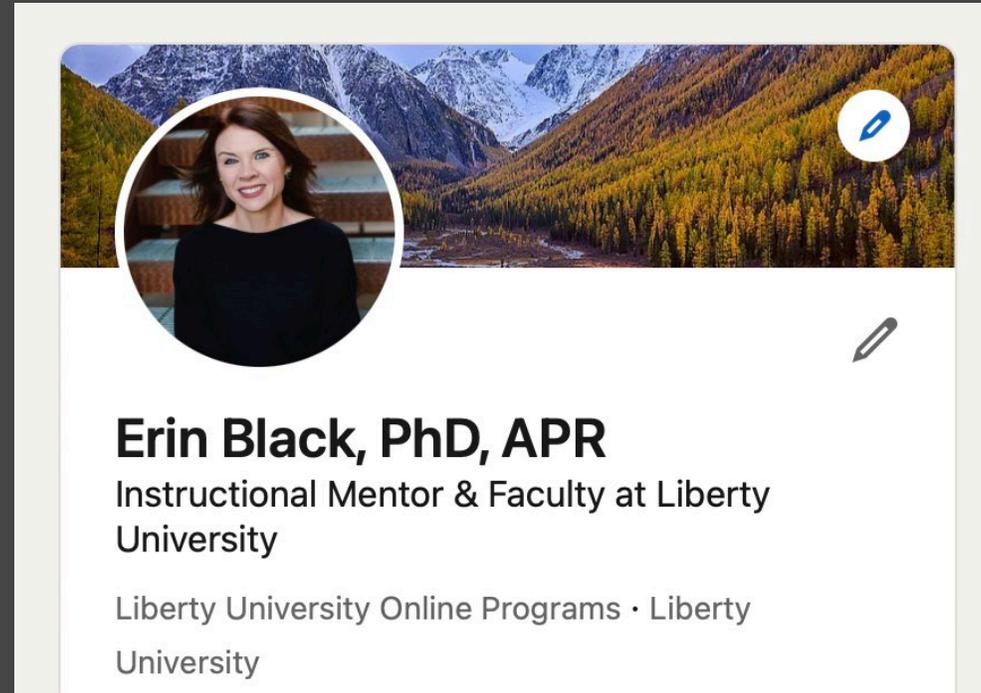


Defined & Discussed the Importance of Employee Engagement

Identified Opportunities to Increase **YOUR** Engagement

Created Strategies to Offer Engagement to your Employees

STAY IN TOUCH



A profile card for Erin Black, PhD, APR. The card features a circular profile picture of a woman with dark hair, smiling, set against a background of a mountain valley with a waterfall and evergreen trees. To the right of the profile picture is a blue pencil icon. Below the profile picture, the name "Erin Black, PhD, APR" is displayed in bold black text. Underneath the name, the text "Instructional Mentor & Faculty at Liberty University" is shown in a smaller black font. At the bottom of the card, the text "Liberty University Online Programs · Liberty University" is displayed in a light gray font. A gray pencil icon is located to the right of the name and affiliation text.

Erin Black, PhD, APR
Instructional Mentor & Faculty at Liberty University
Liberty University Online Programs · Liberty University

LET'S **CONTINUE** THIS CONVERSATION

Erin Black, PhD, APR
erinblack17@gmail.com