

10 Key Basics for Engaging Individuals

How do you Engage your employees?

This is a question I am consistently asked by business leaders and managers in all types and sizes of businesses. It is also a hot topic in the various news mediums.



It is critical to any business that their people are as engaged as they can be, because engaged people are not only more productive but more importantly surveys have consistently shown that engaged employees are less likely to leave.

The big challenge you have with engaging people is that they are individuals and they have individual needs, wants and things that get them excited. Where business leadership and management is having difficulty is that they do not know how to relate to people on this level or do not want to take the time required or feel they do not have the time required to find out more about their people and what individually makes them tick.

There has been a lot of emphasis put on building teams in a business and I agree with the importance of this, but a team is a group of individuals to start with. To build a successful team you need to build successful individuals and determine how they can work together towards the outcomes required in the business to operate as a team.

I am not trying to simplify the importance of teams and engagement in this article, but rather to raise awareness from my own observations of a starting point to move towards a team of engaged individuals. Building an engaged team is a continuous process that must be worked on and given the time that is also given to the hard components of a business, such as the financials, productivity measurements and the like.

To start the journey towards building a business with a team of engaged individuals you first need to understand that the first key step is to hire your team members based on attitude as a key cornerstone, in addition to the right person for the job required. You can train a person in the technical aspects of the job, but unless the person has the right attitude or is willing to work on their attitude, you will not get them to be an engaged member of the team.

My experience continually shows that business managers and leaders are not addressing the simple basics required to ensure engagement of employees and that is where I want to address this article. The old adage of KISS (Keep It Simple Stupid) is never truer than when dealing with individuals.

Following are the Top 10 Key Basics required to Engage Individuals in your business

1. **Hire People Based on the right Attitude**
2. **Set a clear direction, vision and values for the business**
3. **Communicate in an open, ongoing and clear manner**
4. **Treat people as individuals and find out why they make the decisions they do and what makes them tick**
5. **Clearly explain to each individual what is required of them, never assume they know**
6. **Set clear targets and goals that stretch the individual**
7. **Have an informal and formal recognition program**
8. **Say thank you when they do something good and hold them accountable when they don't**
9. **Give them a clear path forward for their own individual succession**
10. **Understand that in general people want to help and do the right thing, they just need to be asked**

What all business leaders and managers need to understand is that they are in the people business and people are individuals.

The 10 tips above are just the start of the journey to engaging people and the journey is worth it. If you are in a leadership or management position it is your responsibility to get the best out of your people, it is not their responsibility.

If you are looking for assistance with Engaging your Team, then contact Darren Wedge from Wedge Consulting International on 1300 323 133 or darren@wedgecorp.com.au.

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If you are looking for assistance with Leadership Development and Training, then contact Darren Wedge or Mike Currie from Wedge Consulting International on 1300 323 133 or mike@wedgecorp.com.au.

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