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The Culture to Engage, The Spirit to Perform The Wright Results E-Newsletter

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Issue: #11

April 2008

Visible Recognition



Last week I worked with a facility's staff. I spent our first hour listening to their expressing the absence of recognition. They neither complained nor whined nor bitched nor moaned. They stated their matter-of-fact belief that no one above their skip-level supervisor really knows who they are. I sensed they said "knows" but really meant "cares."

Gallup Organization's Q12 Survey publicized that organizations "make it work" with a 29% engagement rate. (I/O/W, a 71% less-than-full-engagement number.)

Via 6 of the 12 questions, the Q12 shows that

An employee is more likely to engage (read, care about) the work assigned if he knows management cares about him.

Management's caring takes several forms. The manager who does any of the following demonstrates that the employee matters:

- Clarify expectations;
- Demonstrate caring interest in the employee;
- Discuss the individual's progress;
- Respect the employee's opinions;
- Recognize and praise work the employee does;
- Attend the individual's development.

This is not news. Or is it?

I drove away from Friday's meeting wondering why leaders of this multi-facility organization stay *so far from the employees*. Driving through spring rain, I asked myself

1. Do those leaders think employees don't want to see them?
2. Do they feel employees auto-know their meaning to the company?
3. *Does the leadership team see employee communication as managers-only responsibility?*

I asked those questions somewhat rhetorically. However, here and now I offer a 'how-to' answer for each.

1. Employees do want to see their leaders. Every leader should be responsible for **one monthly visit** with members of the employee base.
2. Leaders can show how specific jobs contribute to the Big Picture. Publish **conversations between CEO and front-line employees** in the newsletter, regularly.
3. Bring leadership close(r) to the workforce via **town-hall meetings, brown-bag lunches, or quarterly meetings with the CEO.**

I will be happy to provide you my details about any of these 'how-to' items. Send me an e-mail: tim@wrightresults.com and I'll send you a white paper laying out reasons, values, and specifics of all.

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Amazes me that 2008 is now 25% done. My Thought for the Day on my outgoing v/m message today is: *Wouldn't it be great if after 25% of the year is done, you'd completed 75% of your intentions?*

At the same time, the joy and pleasure from what I get such a charge out of doing make me glad I do not get it all done too soon.

I hope the next quarter of 2008 goes beautifully for you.

With best intentions,



Timothy Wright
Wright Results, Inc.



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