

Tips for finding, selecting resources that develop your employees' engagement commitment

1. **Collateral Materials.** Visual reminders have a positive effect on supporting mindset. A minimal investment in posters, Post-it(tm) notes or mouse pads or screen savers "engagement reminder," possibilities.
2. **Your Stats.** If you use any employee engagement measuring tools, publish the data on your people's engagement levels. Creatively display the results: both the positive results and the we-can-do-better results. Creatively discuss the results, and the how-to to increase the positive and resolve the not-so.
3. **Blogs.** Use any of the search engines to find weblogs that explore and explain employee engagement. (There are hundreds). Pick the 5 most relevant to your business, your people. Determine the most efficient way to make these continually available: a weekly e-mail with links to the chosen blogs, a table in the breakout room with printed copies of select postings, a general-use computer with RSS feeds from those blogs.  
Hint: be sure to sign up for <http://www.culturetoengage.com>.
4. **Industry Publications.** Information in these publications can illustrate the employee's connection to the industry's purpose and benefits. The evidence proves that the more clearly one sees how his specific functions are part of the bigger picture, the more readily he engages.
5. **Professional/Trade Associations.** These organizations--especially if you have a local or state chapter--allow the combination of person-to-person networking and industry awareness.
6. **Books.** Consider stocking your Resource Library with hardcopy, audio books, and even pdf or wifi editions. The content can be specific to the business (products, market, operations...) and general to professional development (performance, management, productivity...).
7. **CD/DVD Recordings.** Ditto the above. This resource provides an alternative for your auditory and visual learners.
8. **Training Companies.** If your business contains its own training and development department, take advantage of their presence and materials they can provide. If not, invest in time and research to identify a short-list of select training resources that can readily support your specific business needs and issues, with attention to ongoing employee engagement.