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

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The CORE

The most requested area of information concerning employee engagement is **how to**. Respondents to my management survey in December 07 overwhelmingly want to know

- How to increase engagement
- How to sustain engagement
- How to engage personnel if/when enthusiasm wanes
- How to personalize it for each employee
- How to foster a culture of employee engagement
- and more right along these lines.

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I offer you ways to build the [CORE](#) of your Employee Engagement Culture. Be sure, that acronym and its components excite me so much you'll see recommendations, suggestions, guest writers with an abundance of how-to in each area. You can also find out about my new [CORE](#) offering with a simple click.

Communication: the responsibility to be present and prepared to share and receive communication continually. Whatever you call it, however you view it, communication is a must-do to build a true Employee Engagement Culture. Think of specific verbs: asking, answering, listening, updating, explaining, inviting. Find ways to plan specific communications in each of those and other modalities. Think of a monthly town meeting or a weekly e-mail news. Include an office walk-around in which you stop and "just talk with people" for 30 minutes (or 60 or 90 or whatever it takes) every week. Make communication a regularly planned action and it will be(come) a successful action that contributes to successful engagement.

Oppportunity: the commitment to create, recognize, and endorse situations that give employees reason to engage. Kevin Costner demonstrated that if you "build it...they will come." You may not get 100% success, but you'll certainly have more people engaged if you put the opportunity right in front of them. Consider projects and development incentives. Think of team competitions and

publicly celebrated performance goals. How about forums in which people can demonstrate success and accomplishments? Keep in mind: one can engage to the job, personal/professional development, career, network, company, and community. Any and all of these benefit your organization.

Resources: the decision and design to make available resources that expedite an employee's taking on engagement. When one cannot find the tools, information, instruction, assistance, equipment, time, or other resources, she might not get to hot about the assignment or project. Fear of failure combined with fear of the unknown can stop potential engagement dead in its tracks. Make the decision then commit to designing and making available for your people such resources as training and learning, coaching and mentoring, cross-department projects and efforts, championing and sponsoring, and much more. How about this: a "resource development team" whose members have ownership of identifying, locating, recommending resources? You would have a steady source of resource recommendations/creation and a unique engagement opportunity for members of this team.

Encouragement: the freedom to support an individual's and a team's engagement with your enthusiasm. You can *assume* your folks will engage in their work, their job, your team, the company. Or you can *seize* every opportunity to encourage their engagement. Psychology says it is easier to inspire someone already moving thanks to just-experienced success than to motivate someone standing still. (Newton said it, too, in his [First Law of Motion](#)). You may have to practice becoming a cheerleader. It's worth it. The more you offer congratulations, host celebrations, hand out recognition and (deserved) praise, the more often you will have cause to. If it's engagement you encourage, it's engagement you will get.

Take it to the [CORE](#).

INTRO OFFER 50% Off

Take advantage of the newest addition to my Culture of Engagement offerings: The [Core of Engagement](#).

This newest part of my Engagement Culture offerings takes you and your team to the 4 Basic Elements of any true [Employee Engagement Culture](#).

Sign up for your organization's very own full-day Core of Engagement and save 50%. Don't miss this chance to start building the Culture of Engagement for your employees.

Save up to \$2,500. Contact me today:
512-372-9933 or tim@wrightresults.com.

Offer Expires: February 29, 2008

Join Me at "Culture to Engage"

So, You Don't Have Much Time?

My weblog (blog, for short) offers you quick and easy information specifically about employee engagement: how to engage your employees, how to keep them engaged, how to build the basic culture, how to engage whole teams, and more.

It's packed with tips, research, information resources, and more.

AND IT IS FREE.

Click here to visit [Culture to Engage](#).

I've just returned from a wonderful "road trip" of 1200 miles from hometown Austin to the Northwest corner of the Texas Panhandle. What an experience. And what an opportunity to observe and work with engagement on top of engagement: cotton fields, cattle ranches, goat farms, wind farms, the Coon Memorial Hospital folks, and more.

I've placed a couple of postings from this joy-filled trip on my "other blog"--[Prosperitee](#).

I hope you have the wonderful opportunity to love your work as much as I love mine!

With best intentions,



Timothy Wright
Wright Results, Inc.



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