

# Success Comes from Your Culture to Engage



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# Success Comes from Your Culture to Engage



Tim Wright has presented his **Culture to Engage** programs to more than 250 client organizations.

**Their results:** *Improved employee performance | Increased business | Enhanced customer satisfaction and loyalty | Greater talent recruitment and retention | And more!*

**Their comments:** *“Great start for the conference.... What energy! .... Information I can use at once.... Wish he’d shared more.... Stories made it real.... Superb how-to applications! .... Bring him back! .... Educational and entertaining.... Super way to end convention!” ....*

**Tim Wright, MBA**, commits high impact and high energy to his clients. He readily fits his Employee Engagement expertise to the client’s specific challenges and issues.

Tim's **Culture to Engage** programs educate and entertain participants. They always take away applications they can implement immediately.

Tim applies his in-depth familiarity with employee engagement and business culture to his client's desired outcomes. Simply put, he constructs his **Culture to Engage** objectives around the results your business or organization wants.

As an Employee Engagement Thought Leader, Tim offers 4 + 1 programs in every possible format--*keynote, general session workshop, full-day planning session, and conference breakout session.*

He modifies objectives and expectations to insure participants are satisfied with what they take away. That satisfaction often whets an appetite for even more **Culture to Engage** information.

**Tim’s presentations** show his passion and expertise for the power of Employee Engagement.

His **Culture to Engage** programs are:

- 1. Building an Engagement Culture** (✓)  
How to define business culture that embraces Employee Engagement.
- 2. Expanding Employee Engagement** (✓)  
How to build process and procedure that connect your culture to your front line - specific tactical applications to fulfill your engagement strategy.
- 3. Managing to Engage** (✓)  
How to develop management skills that direct and develop Employee Engagement, while achieving business goals and objectives.
- 4. Committing Teams to Engagement** (✓)  
How to take engagement efforts to the team level and experience 1+1=3.
- +1. [This Is Your Program]** (✓)  
With customization, Tim bullseyes your business issues, challenges, and culture.

**A few of Tim’s clients:**

- Cone Memorial Hospital
- Lubbock Heart Hospital
- Hermann Memorial Hospital
- MGMA, HFMA, PAHCOM, HBMA, AAHVM,
- FL, TX, AL Dietetic Associations
- Washington Medical Society

**A few of their comments:**

*Energetically and with the right amount of humor, Tim facilitated a high quality workshop. (PAHCOM)*

*Thank you for your outstanding performance.....to senior management. [It] was informative, creative, and expertly presented. (Valley Health, Winchester Medical)*

*Performance above and beyond! The healthcare professionals were educated, enlightened, and entertained. (TX Org of Rural Hosp.)*

*We experienced your quality information as complement to the concepts we implement.....You yourself worked nonstop with high energy.... (Gritman M.C.)*

To learn how **Tim is committed to satisfying your presentation needs**, contact him directly at **512-252-0409** or **tim@wrightresults.com**.

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## Culture to Engage Program One

# Building an Engagement Culture

How to apply a business culture that embraces Employee Engagement

Employee Engagement drives the success of any business. Customer service, revenue generation, talent retention, and the like may get the attention, but Employee Engagement is the cause of those successful results.

When you build Employee Engagement into your business culture, you see success come faster and last longer. Your business culture expresses the values, attitudes, standards, and behaviors your company lives by. Employee Engagement is too potent a value and behavior to be left out of the core of your culture.

**Building an Engagement Culture** incorporates Employee Engagement into your business culture. That core of Employee Engagement:

- Tightens business identity and image by strengthening clarity and awareness of your business culture.
- Increases client satisfaction and loyalty by showing them that your business and its employees are engaged and engaging.
- Reduces business expenses by increasing employee productivity.
- Commits employees to quality product/service.
- Improves talent management via better recruiting and increased retention.

You will see success results in your business immediately. Participants in **Building an Engagement Culture** take away complementary concepts, applications, and action items.

### Program Details

### Info?

**Building an Engagement Culture** is available as a:

- Keynote (60-90 minutes)
- General session workshop (90-120)
- Breakout session (60-120)
- Full-day planning session
- Full-day conference workshop

**Building an Engagement Culture** incorporates some or all of these features, depending on format:

- Lecture/Presentation (30-50%)
- Audience participation: Q&A, reflection, dyad and small group interaction, action planning (30-50%)
- Discussion (20-25%)
- Facilitation (20-25%)



## Culture to Engage Program Two

# Expanding Employee Engagement

How to increase your Employee Engagement with specific processes and procedures.

You can increase the number of “highly engaged” employees.

You can improve the quality of engagement among employees.

You can do both.

**Expanding Employee Engagement** helps you build an action plan that boosts engagement in any ways you desire. This is a very hands-on program.

Drawing specific examples from your business, your industry, and your challenges, **Expanding Employee Engagement** covers these integrated components:

- The what of Employee Engagement and its value to your business.
- The why to expand Employee Engagement continually. (“Better” is better than “Best”. You always want your business to be better; you accept best only if you want to stop improving.)
- The how to build a specific action plan that puts to work your business culture of engagement.

**Expanding Employee Engagement** blends researched evidence, concepts, case study examples, and tested recommendations. You begin constructing a specific process and procedure that places your business and its Employee Engagement in an upward spiral.

### Program Details

[Info?](#)

**Expanding Employee Engagement** is a “hands-on” program best presented in these formats:

- General session workshop (90-120)
- Breakout session (60-120)
- Full-day planning session
- Full-day conference workshop

**Expanding Employee Engagement** incorporates these presentation elements:

- Lecture/Presentation (30-50%)
- Audience participation: Q&A, reflection, dyad and small group interaction, action planning (30-50%)
- Discussion (20-25%)
- Facilitation (20-25%)

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## Culture to Engage Program Three



# Managing to Engage

How to develop management skills that direct and develop Employee Engagement to achieve business goals and objectives.

Managers are most critical to successful actualization of a business culture. Your management team conveys the culture to employees. Managers must effectively integrate their proven management skills with Employee Engagement values.

**Manage to Engage** provides detailed attention to the how-to of management interwoven with the application of Employee Engagement.

Participating in **Manage to Engage**, your managers learn to use these specific C.O.R.E. tools and techniques:

- **Communication:** the most critical tool for effective management and superior Employee Engagement.
- **Opportunity:** the developmental skill of providing self-initiating situations that stimulate and generate Employee Engagement.
- **Resources:** the use of programs, materials, actions, and tools that increase an employee's eagerness to step up to engagement.
- **Engagement:** the self-awareness to maintain the manager's own commitment to engagement and to serve as an engagement role model for employees.

*This program didn't so much change the way I manage;  
it improved how I increase engagement of those I manage.  
(Cone Memorial Hospital)*

**Manage to Engage** builds consistent management tactics that give attention to the drivers of Employee Engagement.

### Program Details

[Info?](#)

**Managing to Engage** is available as a:

- Keynote (60-90 minutes)
- General session workshop (90-120)
- Breakout session (60-120)
- Full-day planning session
- Full-day conference workshop

**Manage to Engage** is an effective hands-on, how-to program. It uses these presentation methods:

- Lecture/presentation (20-40%)
- Audience participation: Q&A, reflection, dyad/small group interaction, action planning (20-50%)
- Discussion (20-30%)
- Facilitation (20-30%)

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## Culture to Engage Program Four

# Committing Teams to Engagement

How to take engagement efforts to the team level and experience 1+1=3.



A valuable application of Employee Engagement is to one's team and team assignments. **Committing Teams to Engagement** allows your teams to enjoy more productive success from the **C.O.R.E.** concepts.

**Committing Teams to Engagement** explores these content points:

- What engagement means to team identity and teamwork.
- How to engage effectively in shared and separate responsibilities.
- Ways to distinguish interpersonal factors that contribute to from factors that detract from team engagement.
- Processes to build a sense of team engagement.
- How to apply the **C.O.R.E.** components of team success.

Individual engagement is critical, but team engagement has greater meaning to overall business success.

These benefits have been attributed by participants following **Committing Teams to Engagement**:

- Faster, easier completion of team assignments and projects.
- Feeling of camaraderie and single-focus by team members, greater than before.
- Increased willingness to seek and receive advice and support from other employees.
- Heightened communication among team members and between teams.
- Greater sense of satisfaction and professional fulfillment by individual team members.

### Program Details

[Info?](#)

**Committing Teams to Engagement** is a “hands-on” program best presented in these formats:

- General session workshop (90-120)
- Breakout session (60-120)
- Full-day planning session
- Full-day conference workshop

### **Expanding Employee Engagement**

incorporates these presentation elements:

- Lecture/Presentation (30-50%)
- Audience participation: Q&A, reflection, dyad and small group interaction, action planning (30-50%)
- Discussion (20-25%)
- Facilitation (20-25%)

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# [This Is Your Program]

We work together to bullseye your challenges, needs, and issues.

Calling on Tim's experience, expertise, and hundreds of hours of research, we can create the presentation that perfectly fits your specific business objectives.

- We choose **content** by determining fit between what your business or group wants and needs and the several areas of Tim's Employee Engagement knowledge.
- We determine **format** by combining the depth and detail you wish to cover and the number of people you want to participate.
- We calibrate **personalization** by how much you desire specific company and/or industry examples and cases and by Tim's well-tested interview and survey practices.



As you think about **[This Is Your Program]**, let these phrases bubble in your mind:

## *Employee Engagement*

*business culture Leadership communication success  
results Management opportunity breakout session  
keynote resources how-to role/responsibility  
workshop Team build Performance improvement*

Then contact Wright Results. Let's get started.

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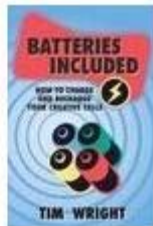


# Tim Wright, MBA

Here are Tim's bio, accomplishments, and 10 good reasons to hire him.

Tim offers you and every group of participants:

- Experience working at all levels of business: from front-line customer service to senior executive to solopreneur.
- Experience working in all sizes of business: from mom-and-pop to mega-corporation (and 13 years teaching public school).
- Entrepreneurial Prado rule: 20% planning and 80% doing.
- Presentation style that energizes, educates, and entertains.
- Facilitation expertise to move any group to, then through, the session objectives.
- Creativity that works pragmatically. Tim has authored two books:



## 10 Reasons to Hire Tim Wright

1. Broad range, great depth of experiences.
2. 111% commitment to clients.
3. Approx. 20 hrs./wk. research of Employee Engagement and performance improvement.
4. Excellent writer: author, blogger.
5. Extensive knowledge of facilitation methodology and learning styles.
6. High energy, higher humor.
7. Degreed at two great schools: *Washington and Lee Univ. (BA) and New York Univ. (MBA)*
8. Loves what he does, what he learns from doing it, and the clients with whom he shares it.
9. Stays within the bounds of his expertise to ensure excellence.
10. Appreciates the chaos of planning meetings and the skill of meeting planners.

and he composes a blog, **Culture to Engage**, with three informative postings every week.

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