

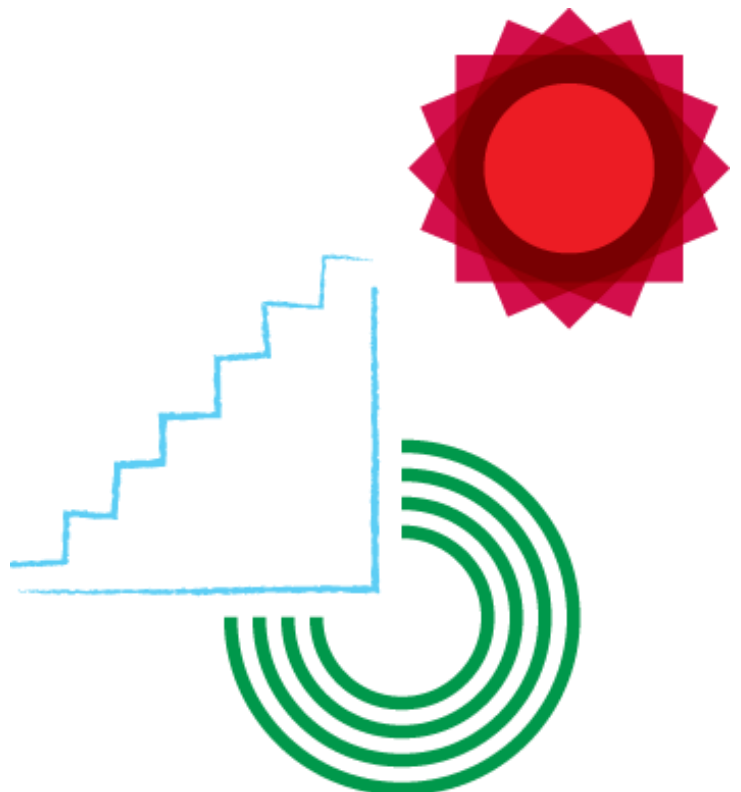


ENGAGE  
FOR  
SUCCESS

## ENGAGE FOR SUCCESS PRACTITIONERS

### Master Class Toolkit

Mark Gregory  
16 October 2012



# Contents

Introduction..... 2  
Joining a Master Class ..... 3  
Organising a Master Class.....4  
Add your event to our website and publicise it.....5  
Following your Master Class event..... 9

## Introduction

### Our vision - Building Better Places to Work

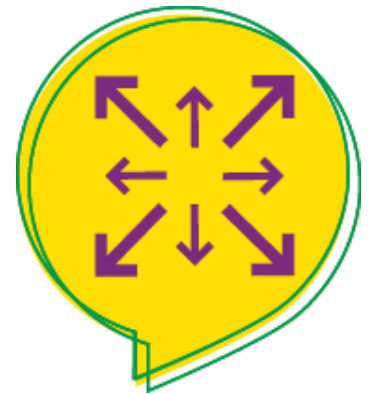
Made up of practitioners with an interest in employee engagement, our aim is to grow a movement of like-minded people to share good practice in the topic. In doing so, we hope to create better places to work where motivated people deliver sustained high performance.

We aim to achieve this through a phased programme of, but not exclusively, mentoring opportunities, events, skills development, education and training, on and off line. We will develop proven strategies, guides and practical advice to build and sustain employee engagement across the UK. We will recognise and celebrate good practice UK-wide.

We welcome participation from UK-based private, public and third sector organisations, from SMEs to FTSE 100 companies, local to national public services.

A key part of our practitioner vision is to build the engagement movement across the UK. This means supporting the development of the movement in regions, cities, towns and villages. The aim is that everyone who has an interest in building employee engagement in their organisation can contribute and have their voice heard, no matter where they live or who they work for.

Since Engage for Success launched in March 2011 the practitioners have been busy running pilot events in regions across the UK. We have gained ideas from hundreds of private and public sector organisations on what will add value, interventions that will support individuals, teams, organisations and regions, and how we can leverage the vast knowledge, passion and experience from practitioners, to inform and enhance the working practises of UK Plc.



We have held regional events in London, Birmingham, Sunderland, Kent, Cornwall, Edinburgh, Leeds, Falkirk and Manchester, with many more offers from organisations of all sizes. From these initial events we have learned what works, and what hasn't worked. We have learned from each other and seen great best practice along the way. We want to share this best practice and spread the word!

With that end in mind we have developed the concept of Master Classes. A conference call or webinar based approach to sharing our experience. We have developed this toolkit to support those who wish to share through a master class. We have ran several classes with great results.

If you want to simply join in and listen or set up and run an Engage For Success Master Class you should find all of the tools to do the job in these pages. You can always ask for help if you need to, and remember, we are building a movement and so would love to hear your ideas on what has worked for you. Please share your thoughts in our LinkedIn group, on Twitter, through the website or on Facebook.

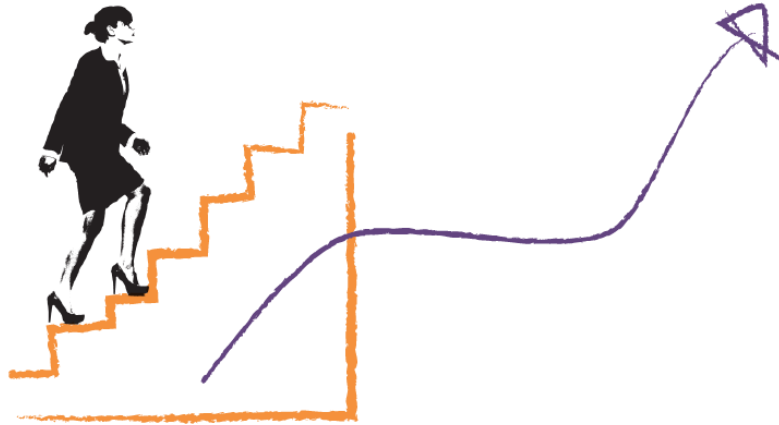
## Joining a Master Class

### What do I need to do?

- > Simply go to the Engage for Success website [www.engageforsuccess.org](http://www.engageforsuccess.org) and access the Community and Events page

The screenshot shows the 'COMMUNITY POLICY' and 'EVENTS' sections of the website. On the left, there are three group listings: 'Practitioners' (6 members), 'Innovation and Engagement' (2 members), and 'Gurus' (4 members). Each listing includes a description and a 'LEAVE GROUP' or 'JOIN GROUP' button. On the right, there is an 'EVENTS' calendar for October 2012. The calendar shows dates from 1 to 31, with some dates highlighted in yellow. A large orange arrow points from the bottom right towards the calendar.

- > Click on the calendar to see available Master Classes to join.
- > Once you have found the Master Class you would like to join follow the instructions and links on the event details. *Please note the Master Classes are not hosted by the Engage for Success movement or through the Engage for Success website. So it is important you register through the links provided.*
- > Log on, enjoy and participate!



# Organising a Master Class

## What do I need?

- > Something of value to share, that will develop, inspire and make a difference to others.
- > A Master(s). Someone to do the sharing in a structured way. A way that allows others to explore learn (through questioning) and develop their thinking.
- > A subject for discussion or a story to tell.
- > Conference call and/or webinar hosting capability.

## Our hints and tips from the previous Master Classes.

Master Class Recommend Structure.

Timing	Content
30 mins	Pre-preparation time. Gather the speakers and test the technology
5 mins	Welcome and Introduction
30 mins	Tell the Story / Share the subject
20 mins	Debate / Q&A

5 mins	Thanks and Close
--------	------------------

- > A panel works best. Having a panel with roles offers a better opportunity for the masters and the listener. Suggested panel roles.
  - A Host – The tone setter and energy creator. Someone to introduce and close the session. Introduce the panel and field the questions. Say thank you and close. If you have the facilities you could hold a hosted call and use the operator in this capacity.
  - A Story Teller or Subject Matter Expert – The main body of the session, this person tells their story or shares the subject matter.
  - A Supporter – Someone to engage in the debate. A foil for Story Teller and someone to help with the Q&As that may come.
- > An hour is best. A shorter duration limits exploration, A longer time is difficult to manage, host and keep the audience attention. Remember everyone is busy!
- > Test the technology. To ensure the technology supports your Master Class then it is always better to dry run the technology before the Master Class starts.



## Add your event to our website and publicise it

### How do I Create a Master Class?

- > Go to [www.engageforsuccess.org](http://www.engageforsuccess.org) and access the Community and Events page.
- > You can raise an event directly from the calendar (Add New)

ORDER BY: Last Active

Viewing group 1 to 3 (of 3 groups)

**Practitioners**  
 active 3 days, 15 hours ago  
 Made up of practitioners with an interest in employee engagement, our aim is to grow a movement of like-minded people to share good practice in the topic. In doing so, we hope to create better places to work where [...]  
 Public Group / 6 members

**Innovation and Engagement**  
 active 1 week, 5 days ago  
 This group is for discussion of the findings of the Engage For Success Innovation Sub Group  
 Public Group / 2 members

**Gurus**  
 active 1 week, 5 days ago  
 If you are an academic, researcher, consultant, service provider or from a professional body, with extensive experience in the theory and practice of employee engagement and are willing to contribute your [...]  
 Public Group / 4 members

## COMMUNITY POLICY

Please review our Community Policy here.


## EVENTS

ADD NEW

OCT 2012						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

[View all events](#)

- > Fill out your details and select a clear and appropriate name for your event



[ABOUT](#) | [THANK YOU](#) | [CONTACT US](#) | [JOIN IN](#)

[HOME](#) | [IDEAS & TOOLS](#) | [COMMUNITY & EVENTS](#) | [NEWS](#)

[LOGIN](#)

For the best experience viewing this site, please upgrade your browser to the latest version of [Internet Explorer](#), [Chrome](#) or [Firefox](#).

### NEW EVENT

**YOUR DETAILS**

Name:

Email:

**EVENT NAME**

The event name. Example: Birthday party

No groups defined yet.

- > Fill in the date and time, and the location. As your event is conference call / webinar it will be virtual event so remember to click the check box for 'This event does not have a physical location'.



Path: \_\_\_\_\_

**EVENT IMAGE**

No image uploaded for this event yet

Upload/change picture

Delete image?

**BOOKINGS/REGISTRATION**

Enable registration for this event

> Set your booking options as required

**BOOKINGS/REGISTRATION**

Enable registration for this event

**Tickets**

*You can have single or multiple tickets, where certain tickets become available under certain conditions, e.g. early bookings, group discounts, maximum bookings per ticket, etc. Basic HTML is allowed in ticket labels and descriptions.*

Ticket Name	Price	Min/Max	Start/End	Avail.	Spaces Booked	Spaces	
Standard Ticket	Free	- / -	-	10/ 10*	0		<a href="#">Edit</a>   <a href="#">Delete</a>

[Add new ticket](#)

**Total Spaces**

*Individual tickets with remaining spaces will not be available if total booking spaces reach this limit. Leave blank for no limit.*

**Booking Cut-Off Date**

*This is the definite date after which bookings will be closed for this event, regardless of individual ticket settings above. Default value will be the event start date.*

© Engage For Success 2012 | [Terms of use](#) | [Privacy Policy](#) | [Contact us](#)

- > Submit your event and manage it via the My Events tab in your profile
- > You can then share the link for the event via any form of social media, and also download our flyer template to send to interested parties





# Following your Master Class event

- > Write up the feedback and key themes from your event to send to [practitioners@engageforsuccess.org](mailto:practitioners@engageforsuccess.org)
- > Encourage people to connect to Engage For Success via social media
- > Agree follow up actions for your region, arrange to meet colleagues, make a date
- > Keep in touch with your new connections via LinkedIn, the website, email and phone calls
- > Let us know how it went! There's an update/feedback form you can use on the website, or just drop us an email at [practitioners@engageforsuccess.org](mailto:practitioners@engageforsuccess.org)

