



ENGAGE
FOR
SUCCESS

September 2021



WHY THE 'WHY' MATTERS

HOW PURPOSE AND AN AUTHENTIC
STORY IMPACT ENGAGEMENT

Time	AGENDA
10.00	Welcome and introductions – Sarah Pass , Volunteer at Engage for Success and Senior Lecturer in HRM at Nottingham Trent University
10.05	Reflections from David MacLeod OBE , Co-Founder of Engage for Success
10.10	The 4 Enablers of Engagement – Amber Kelly , Volunteer at Engage for Success and Founder, Employees First Ltd
10.25	Keynote Speaker – Peter Cheese, CEO, CIPD Nita Clarke OBE , Co-Founder of Engage for Success and Director of the IPA will interview Peter Cheese
10.55	<p>Panel discussion with:</p> <ul style="list-style-type: none"> • Dawn George, HR Director, The Eden Project • Rory Campbell, FRSA, Former Lloyds, JLP and Co-Founder, New Vantage Consulting • Katie Bailey, Professor of Work and Employment, King’s Business School <p>Hosted by Shaheena Ormerod-Sachedina, Volunteer at Engage for Success and Working Wonders</p>
11.30	Close





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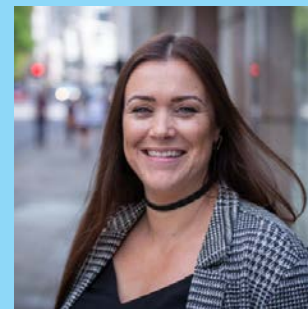


REFLECTIONS FROM DAVID MACLEOD OBE

CO-FOUNDER OF ENGAGE FOR SUCCESS

#EFS10YearsOn





THE 4 ENABLERS OF EMPLOYEE ENGAGEMENT

AMBER KELLY

VOLUNTEER AT ENGAGE FOR SUCCESS AND
FOUNDER, EMPLOYEES FIRST LTD

#EFS10YearsOn



KEY ENABLER 1: STRATEGIC NARRATIVE



- Strong, visible, empowering leadership provides a strong *strategic narrative* about the organisation, where it's come from and where it's going.



- This gives a line of sight between the job and the organisation's vision
- The story is communicated clearly, consistently and constantly



KEY ENABLER 2: ENGAGING MANAGERS



Focus their people,
offer scope and
enable the job to get
done



Treat their people as
individuals



Coach and stretch their
people

KEY ENABLER 3: EMPLOYEE VOICE



There is *employee voice* throughout the organisation, for reinforcing and challenging views; between functions & externally; employees are often seen as the problem rather than an asset.



KEY ENABLER 4: INTEGRITY

- There is organisational *integrity* – the values on the wall are reflected in day to day behaviours



- These expected behaviours are explicit and bought into by staff
- Keep it real – staff see through corporate spin quicker than customers or the public
- Integrity enables trust: no engagement without trust





ITS NOT...





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KEYNOTE SPEAKER **PETER CHEESE**, CEO CIPD

FOLLOWED BY Q&A SESSION WITH

NITA CLARKE OBE, CO-FOUNDER OF ENGAGE
FOR SUCCESS AND DIRECTOR OF THE IPA

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PANEL DISCUSSION



- **DAWN GEORGE**
- HR DIRECTOR, THE EDEN PROJECT



- **RORY CAMPBELL**
- CO-FOUNDER, NEW VANTAGE CONSULTING



- **KATIE BAILEY**
- PROFESSOR OF WORK AND EMPLOYMENT, KING'S BUSINESS SCHOOL



HOSTED BY
**SHAHEENA
ORMEROD-
SACHEDINA,**
VOLUNTEER AT
ENGAGE FOR SUCCESS
AND FOUNDER,
WORKING WONDERS



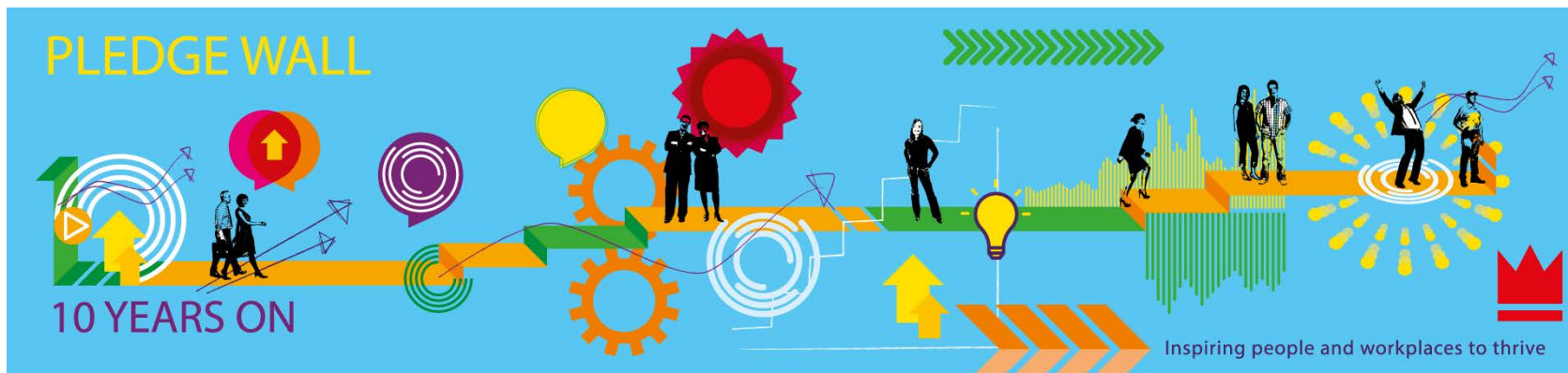
HOW CAN YOU GET INVOLVED?

- **Commit to the Four Enablers of Engagement** – you are probably already doing some of these, what else might help you thrive?
- **Share your story** with us. Case studies are a great way to recognise your efforts, even if you are only just starting your engagement journey, we want to hear about it
- **Access the Engage for Success website** – there are so many free resources for you to benefit from
- **Thought and Action Groups (TAGs)**
- **Sign up to the newsletter**
- Utilise the **secondment/volunteering opportunities** – would you benefit from developing a colleague by seconding them to Engage for Success?
- Become a **sponsor** for Engage for Success
- **Promote** Engage for Success to your network





THE PLEDGE WALL



- > **Share** your organisation's story of employee engagement
- > **Commit** to put the principles of employee engagement at the heart of your people strategy
- > Be an **Advocate** for Engage for Success' Four Enablers for Inspiring people and workplaces to thrive
- > Feature on our Engage for Success **Pledge Wall**



THANK YOU



#EFS10YEARSON

Inspiring people and workplaces to thrive