

Overcoming Barriers to Building an Engagement Culture

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MEET THE PRESENTERS



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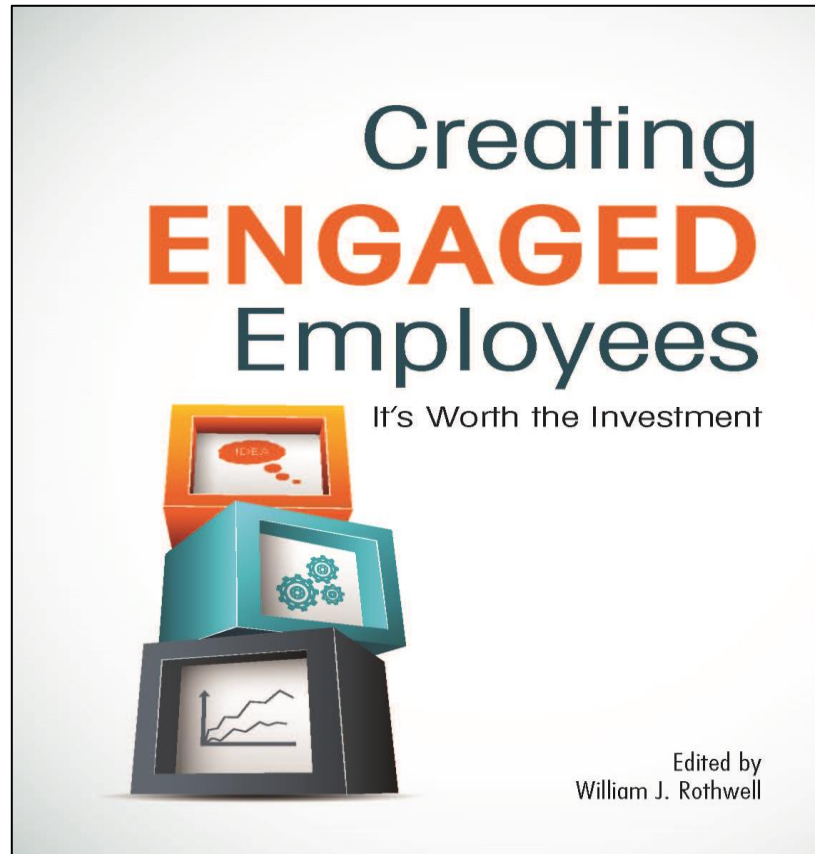


Rashed A. Alzahmi, PhD Candidate

ABOUT THE PRESENTERS



Some of the authors of a book relevant to this session:



A Tool

Barriers to Employee Engagement	How Can These Barriers Be Overcome?
1.	
2.	
3.	
4.	
5.	
6.	
7.	

Objectives

- What are the most common barriers to employee engagement?
- What can be done to overcome the barriers to employee engagement?
- How can a culture of employee engagement be established and sustained?

Quick Poll

“The definition of Employee Engagement is _____.”

“The #1 barrier to employee engagement in my organization is _____.”

What are the most common barriers to employee engagement?

Barriers to Employee Engagement

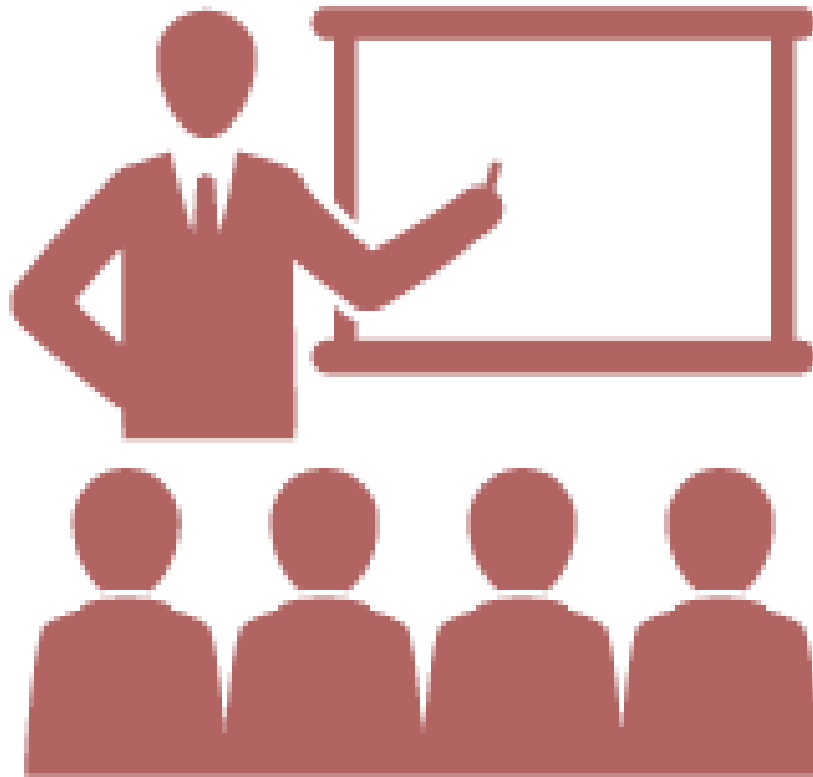
1. Unclear understanding among workers or managers about what engagement is
2. Management and/or employee cynicism about engagement
3. Bureaucratic work rules
4. Lack of work-life balance
5. Capricious management practices

What Can Be Done to Overcome the Barriers to Employee Engagement?

A Worksheet for *Overcoming Barriers to Employee Engagement*

Barriers to Employee Engagement	How Can the Barriers Be Overcome?
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Barrier 1: Unclear Understanding About What Engagement Is



Barrier 2:

Cynicism About Engagement

What to Do?

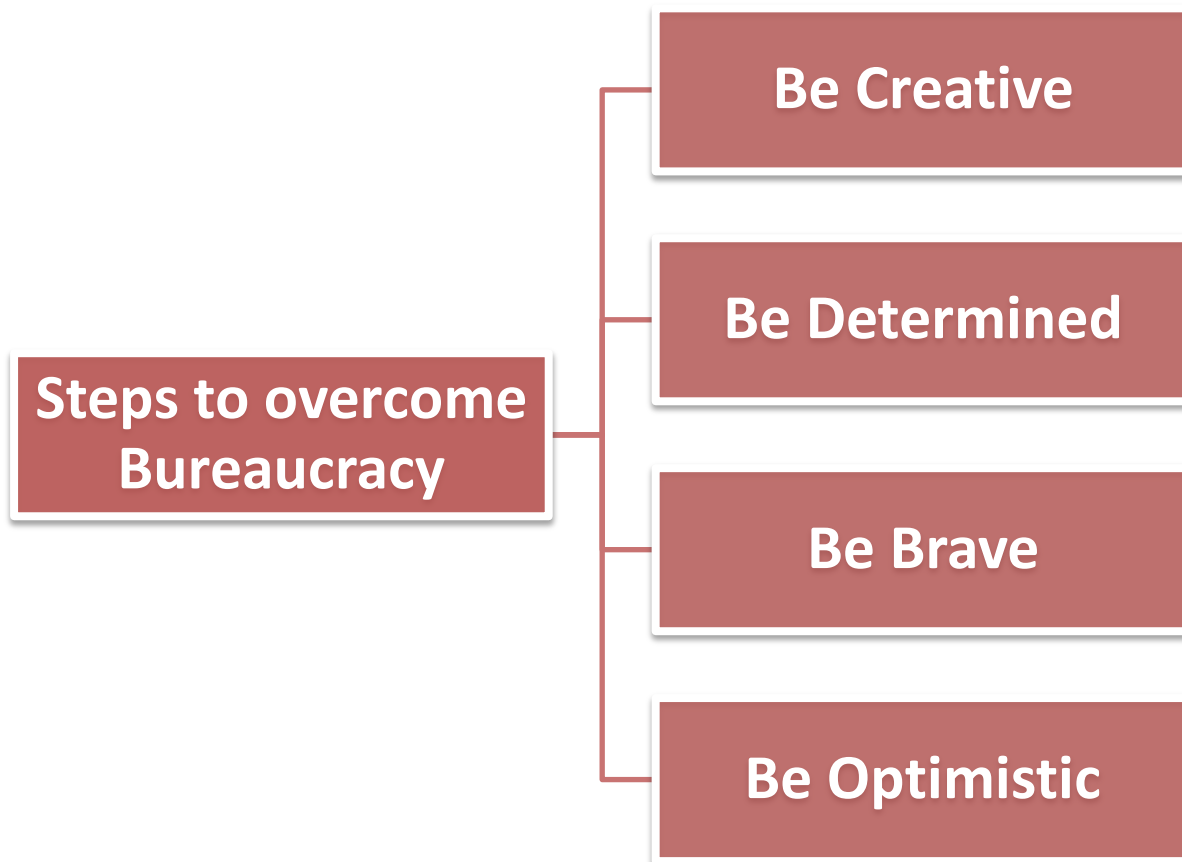
Demonstrate

Describe

Present

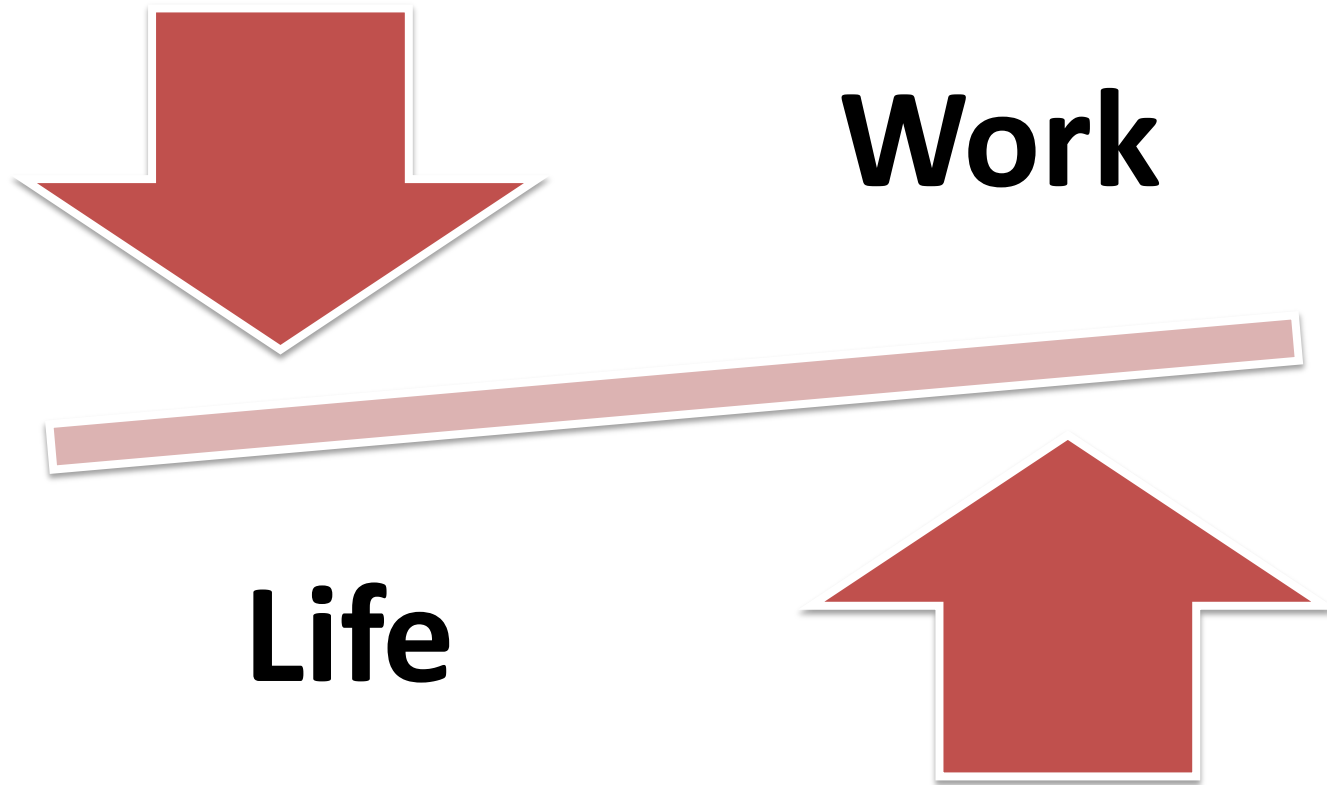
Barrier 3:

Bureaucratic Work Rules



Barrier 4:

Lack of Work-Life Balance



Barrier 5:

Capricious Management Practices



How can a culture of
employee engagement be
established and sustained?

Culture vs. Corporate Culture

organization

experience Culture

beliefs

issues

Common

life

patterns

WordItOut

Corporate Culture

Levels of Culture

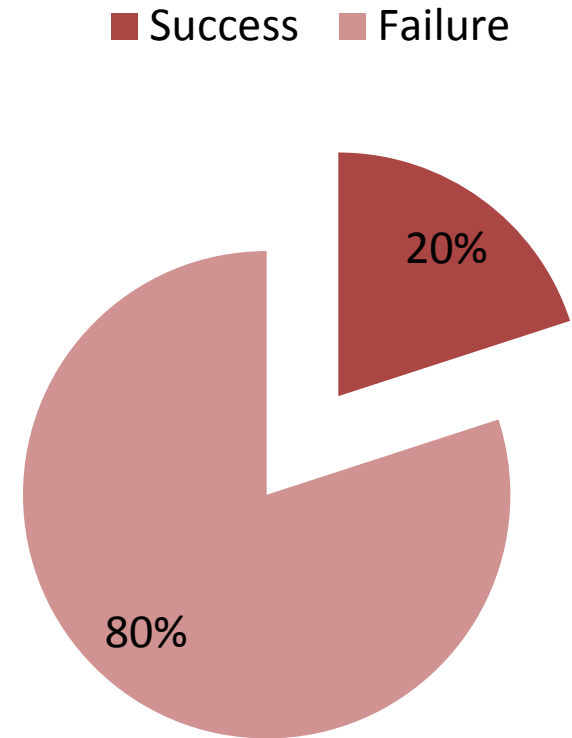
Artifacts

Rituals

Group
Norms

Reasons For Failing to Change Corporate Culture

1. Unclear goals
2. Unclear roles
3. Unclear accountabilities



How Can Corporate Culture Be Changed?

Corporate Culture

organization

experience Culture

beliefs

issues

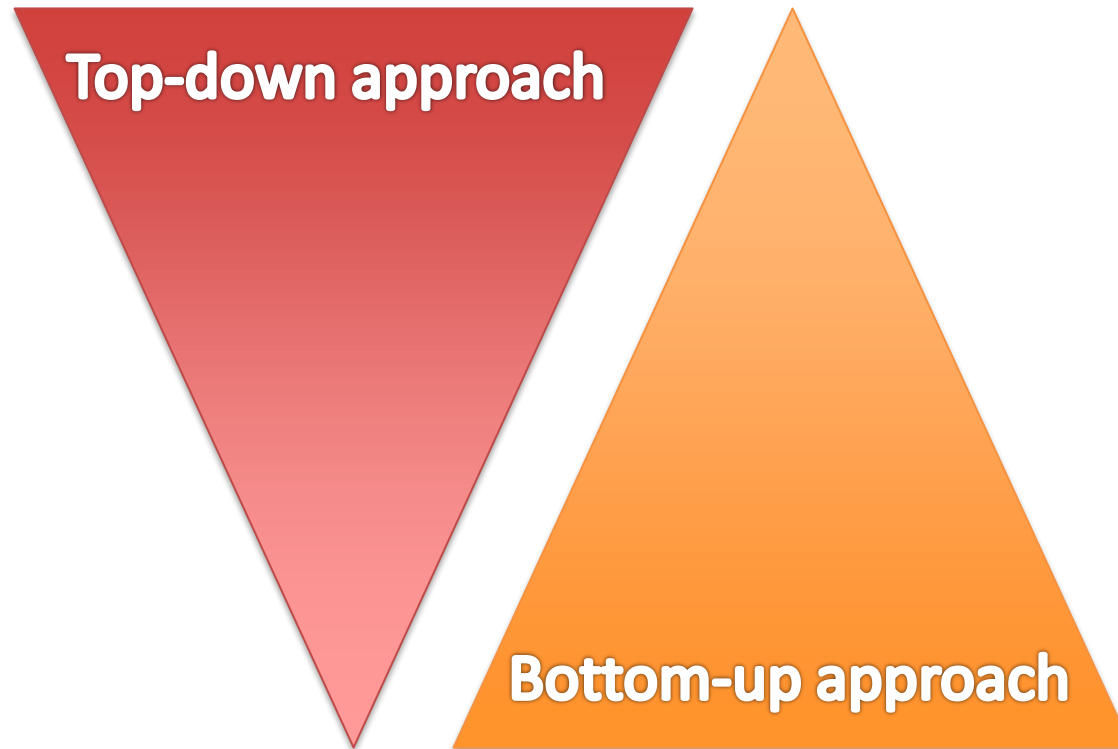
Common

life

patterns

WordItOut

Approaches to Changing Corporate Culture



The Top-Down Approach



Top Management
Programmed

A Worksheet to *Plan Employee Engagement Using a Top-Down Approach*

Steps in a Top-Down Approach

How could you implement the steps in your organization?

Step 1: Scan the external environment to find the need for change

Step 2: Establish clear, measurable goals for the change

Step 3: Identify and enlist a group of people to champion and lead the change

Step 4: Identify those affected by the change and take steps to address any sources of resistance to change

A Worksheet to *Plan Employee Engagement Using a Top-Down Approach*

Steps in a Top-Down Approach

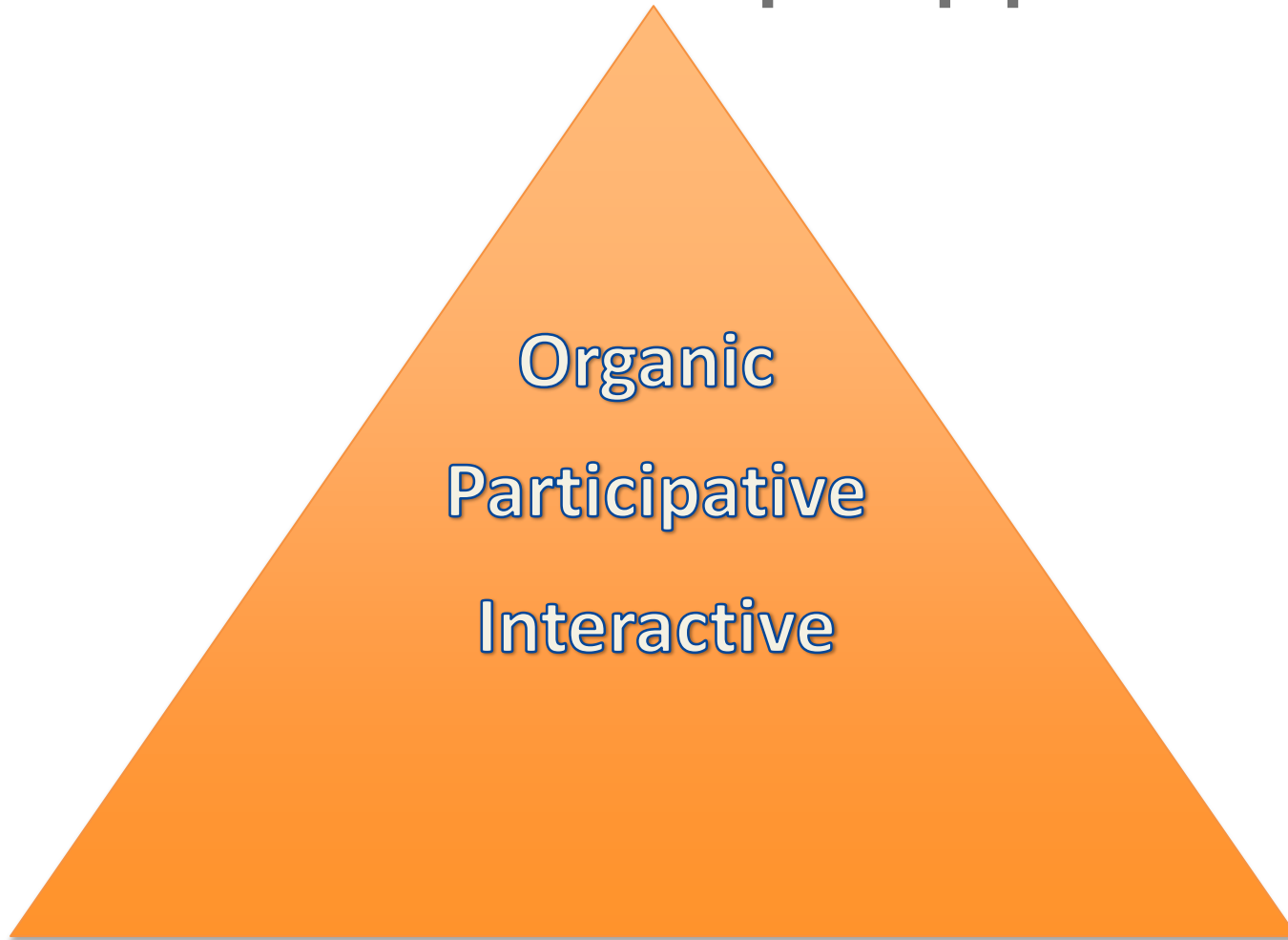
How could you implement the steps in your organization?

Step 5: Develop a step-by-step action plan to implement the change which includes consideration of how change will be continuously communicated to all key stakeholder groups

Step 6: Implement the change

Step 7: Evaluate the change during and following implementation to ensure that results match goals

The Bottom-Up Approach



A Worksheet to *Plan Employee Engagement Using a Bottom-Up Approach*

Steps in a Bottom-Up Approach

How could you implement the steps in your organization?

Step 1: Identify a reason for the change and find a consultant to help leaders guide the change process.

Step 2: Assess the organization's problems, involving as many people as possible in that process.

Step 3: Secure agreement on the problems and their relative importance to the organization.

Step 4: Collect information from as many people as possible on solutions to the agreed-on problems.

A Worksheet to *Plan Employee Engagement Using a Bottom-Up Approach*

Steps in a Bottom-Up Approach

How could you implement the steps in your organization?

Step 5: Secure agreement on the solutions, ways to implement them, communication strategies, and measurable change objectives to be achieved.

Step 6: Implement the change, keeping as many people as possible involved in the change process during implementation.

Step 7: Facilitate evaluation of the change during and following implementation to ensure that results match goals—and change goals if conditions change.

Objectives

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- How can a culture of employee engagement be established and sustained?

Panel Discussion to Address Your Specific Workplace Questions

Moderator: Dr. William J.
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THANK YOU!

Contact Information

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