

Employee Engagement Is A Designed Outcome

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DESIGN THINKING

Space

Experiences

Outcomes

A New Reality???

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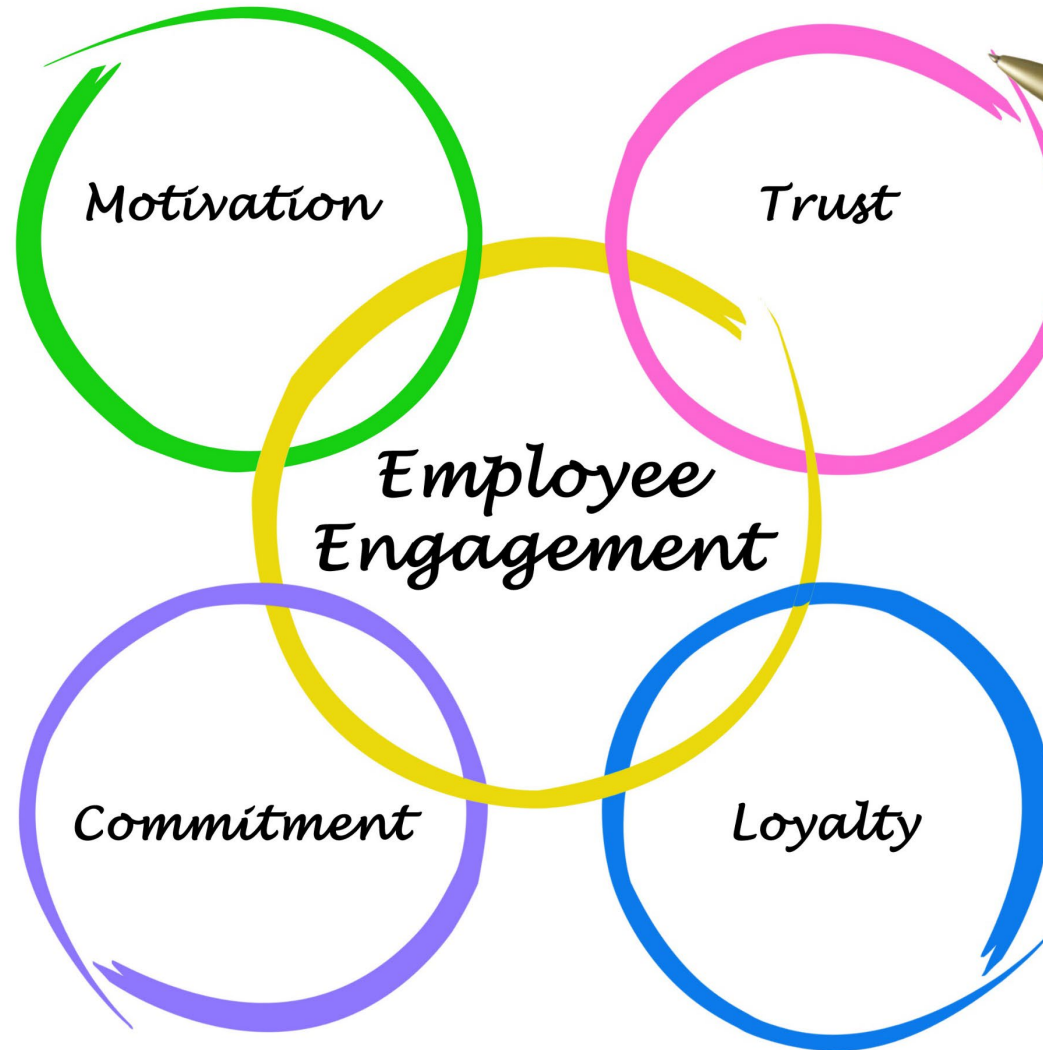
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| What Is **PEOPLE** Engagement

Employee engagement

- relates to the degree of an employee's commitment and connection to your organization.
- A critical driver to your business' success in today's competitive marketplace.
- Promotes retention of talent
- Encourages customer loyalty
- Improves your organizational performance and stakeholder value

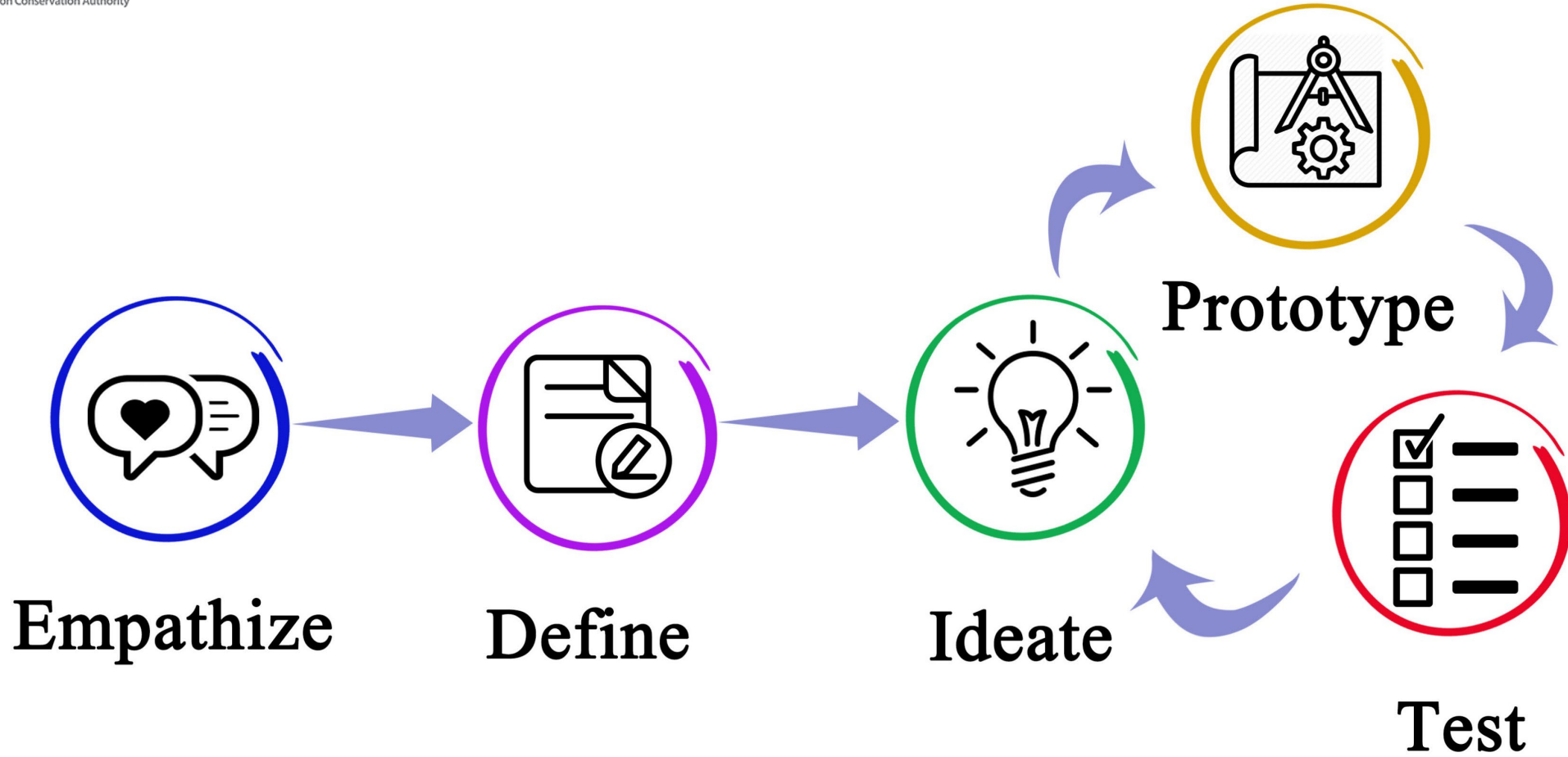


Critical Themes of Engagement

- The business case
- The nature and drivers of employee engagement
- The role of Leadership in engaging **with** employees
- Guidelines for effective employee engagement initiatives and engagement surveys
- The culture that can increase engagement
- Communications methods for engaging **with** employees
- Global issues related to engaging **with** employees



Design Thinking Process



Design Thinking Process Has One More Step



STORYTELLING

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Engagement Is About Building A Community

Start With Local

Commit To Local

Achieve Local

... Pursue Global



| A Word Of Caution



Definition.

The idea of employee engagement and job satisfaction are interrelated, they are not synonymous. Job satisfaction has more to do with whether the employee is personally happy than with whether the employee is actively involved in advancing organizational goals.

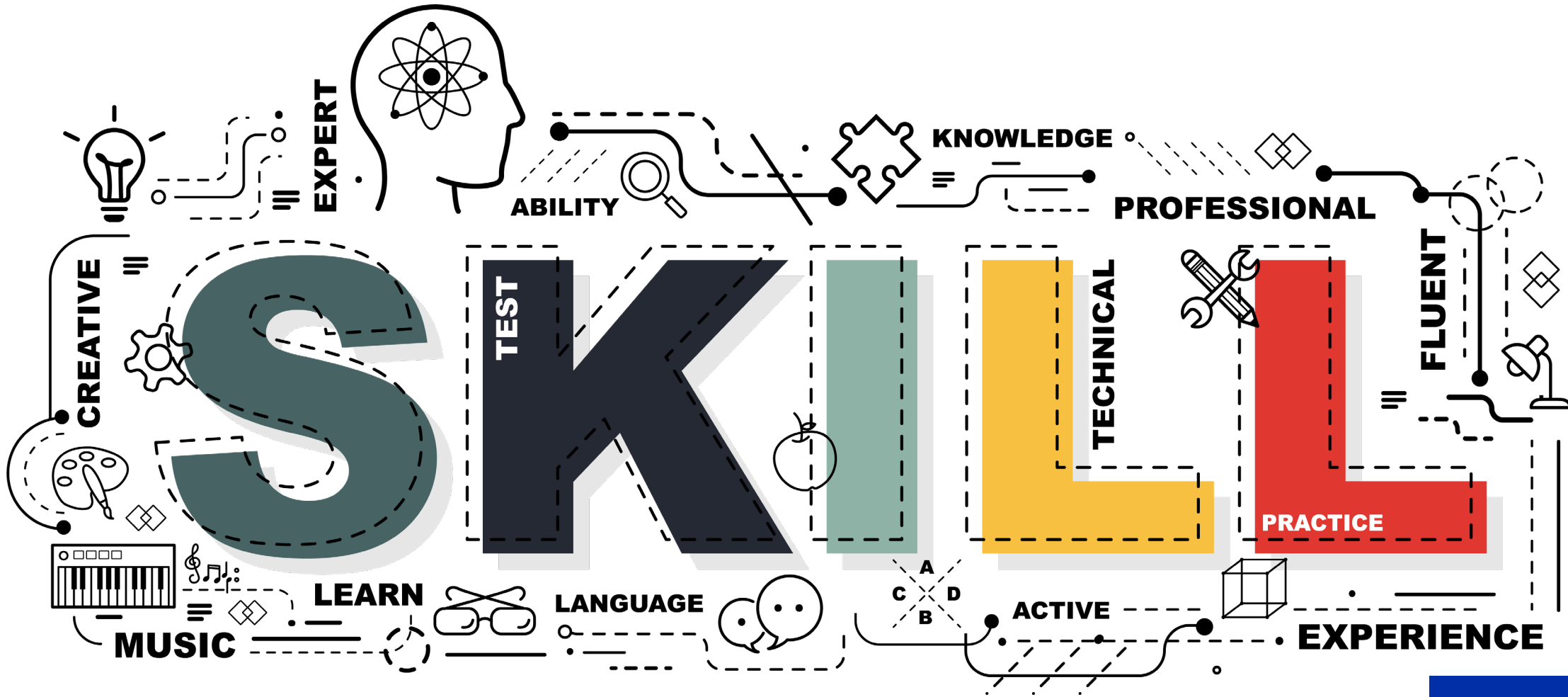
A definition is a statement of the meaning of a term (a word, phrase, or other set of symbols).[1] Definitions can be classified into two large categories, *intensional definitions* (which try to give the essential meaning of a term) and *extensional definitions* (which proceed by listing the objects that a term describes).[2] Another important category of definitions is the class of *ostensive definitions*, which convey the meaning of a term by pointing out examples. A term may have many different senses or multiple meanings, and thus require multiple definitions.

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Engagement Is A Skill



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Apply Design Thinking to Design Your **Outcome**

Frame a Question—Identify a driving question that inspires others to search for creative solutions.

Gather Inspiration—Inspire new thinking by discovering what the community really needs.

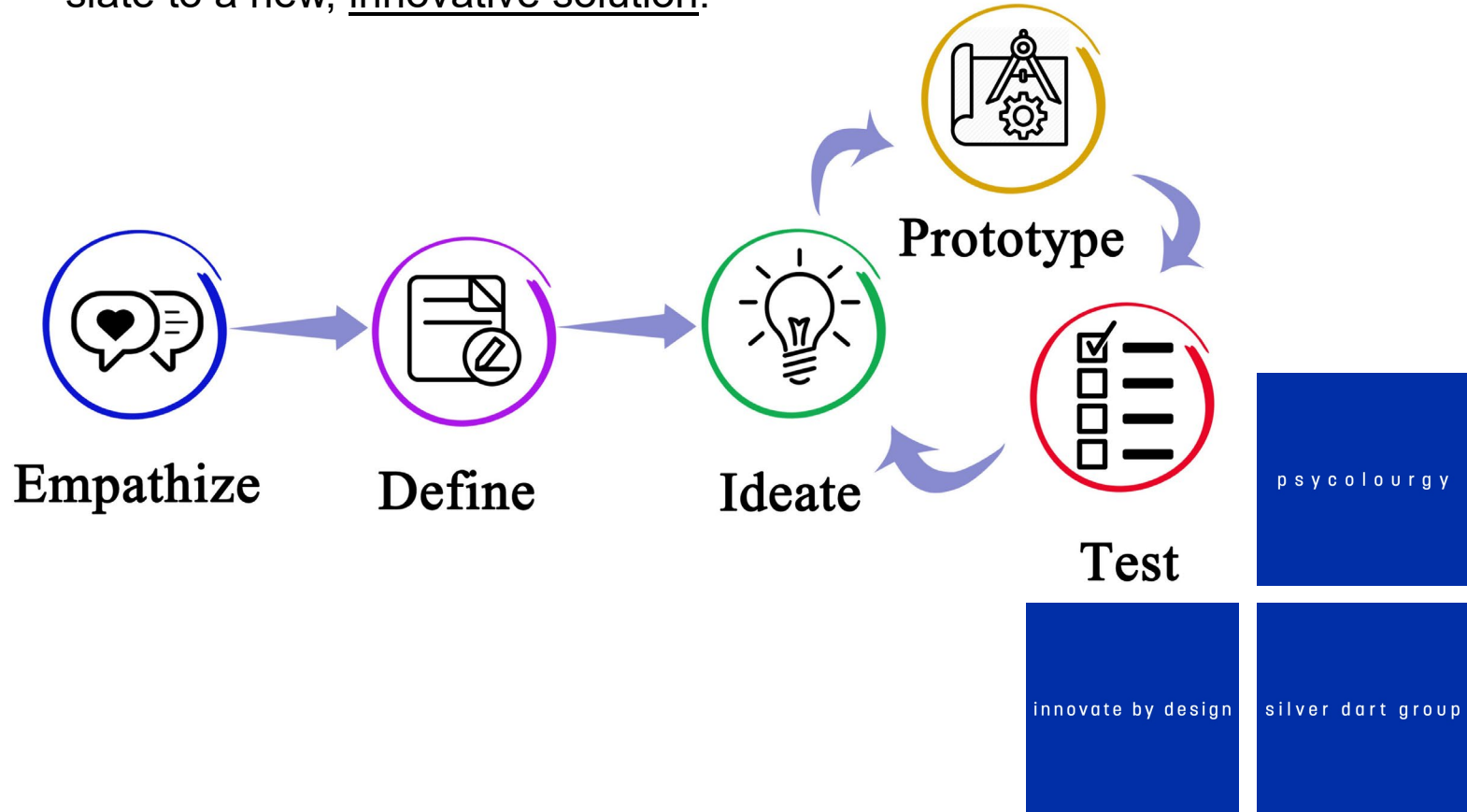
Generate Ideas—Push past obvious solutions to get to breakthrough ideas.

Make Ideas Tangible—Build rough prototypes to learn how to make ideas better.

Test to Learn—Refine ideas by gathering feedback and experimenting forward.

Share the Story—Craft a human story to inspire the community towards action.

- Design Thinking appears as linear steps, but in practice the process is not always linear.
- Steps may happen several times, and you may even jump back and forth between them.
- Moving through the phases of design thinking can take you from a blank slate to a new, innovative solution.



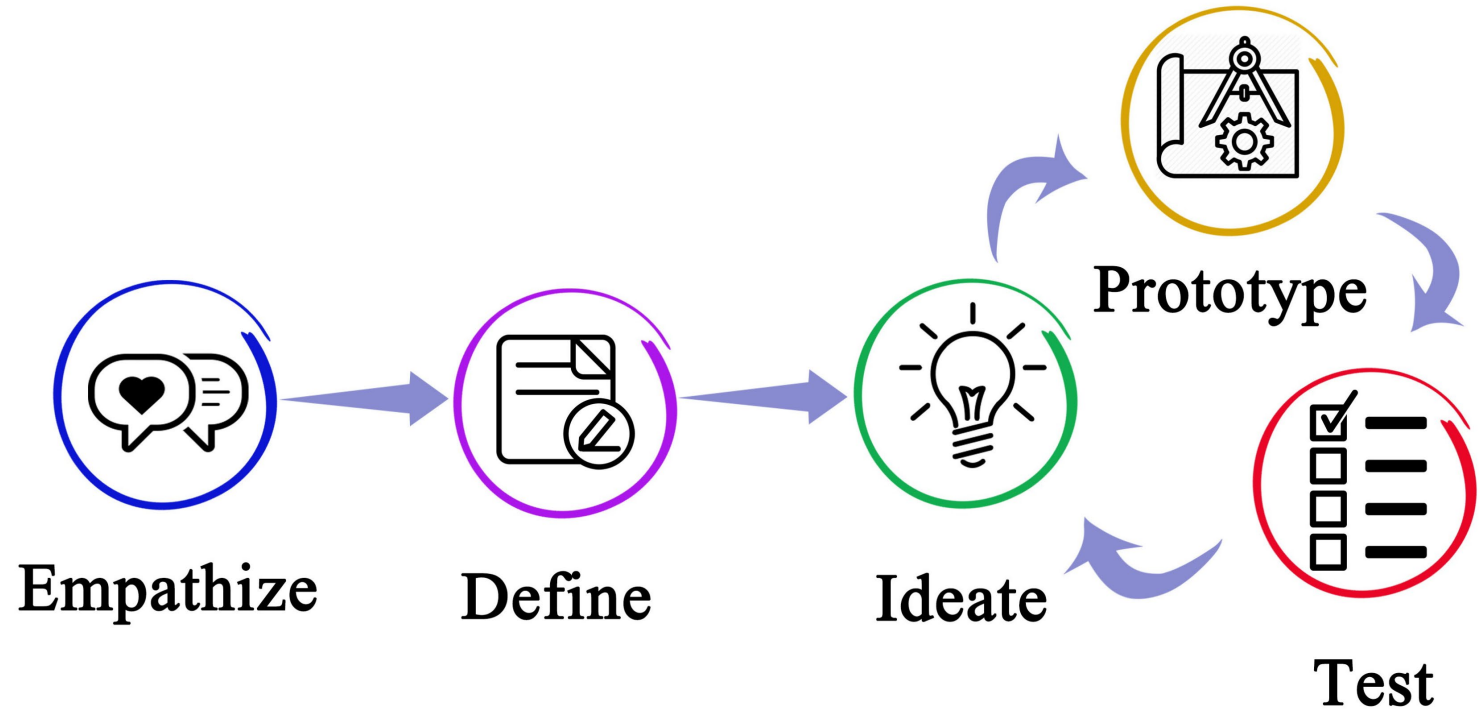
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| Here Is How To Get Started _ **Step 1**

Gather Insights by Practicing Empathy, Observation, and Interviewing

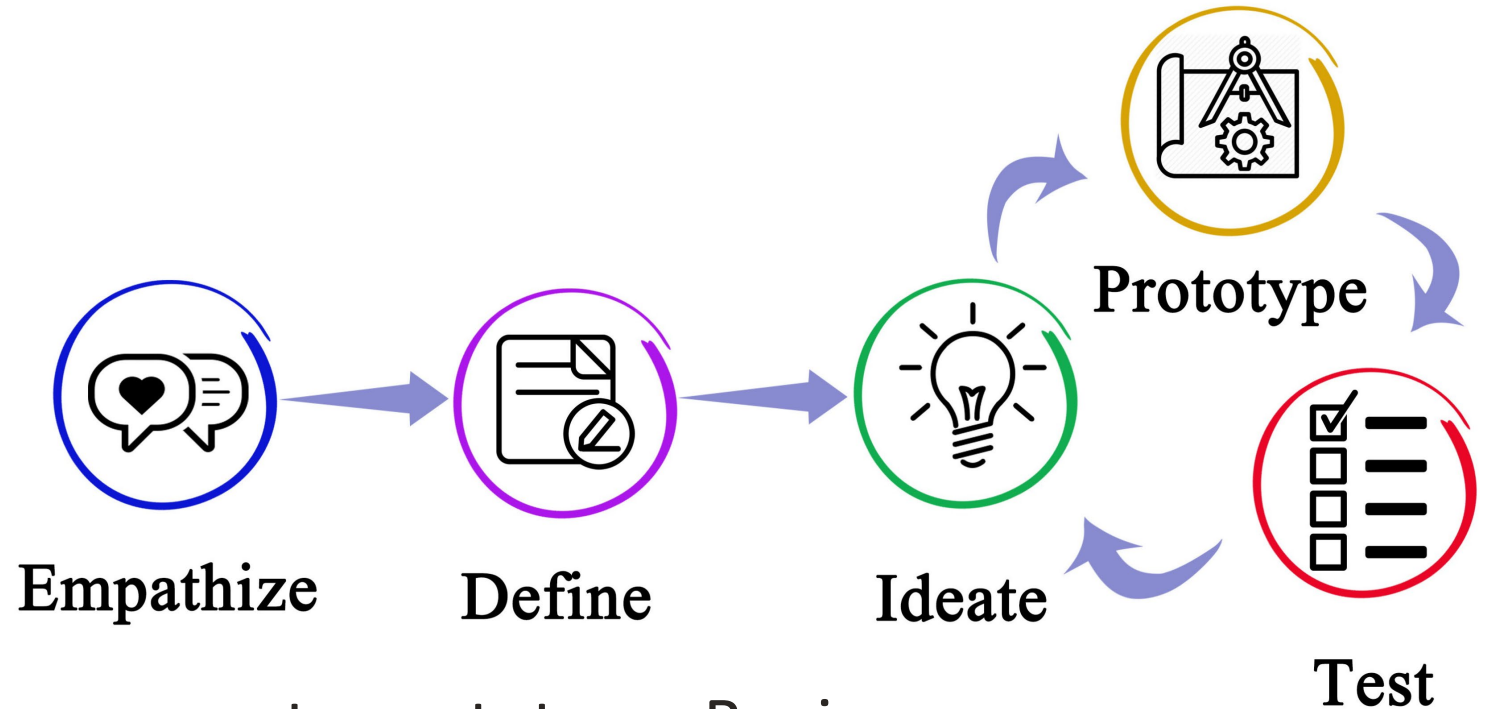


Getting to know your community is the first step toward creating engaging experience they want and need. Don't assume you know what they think or feel. Gathering information about your target community is a critical piece of the design thinking approach.



| Here Is How To Get Started _ **Step 2**

Build Scrappy Prototypes to Learn About Unmet Needs

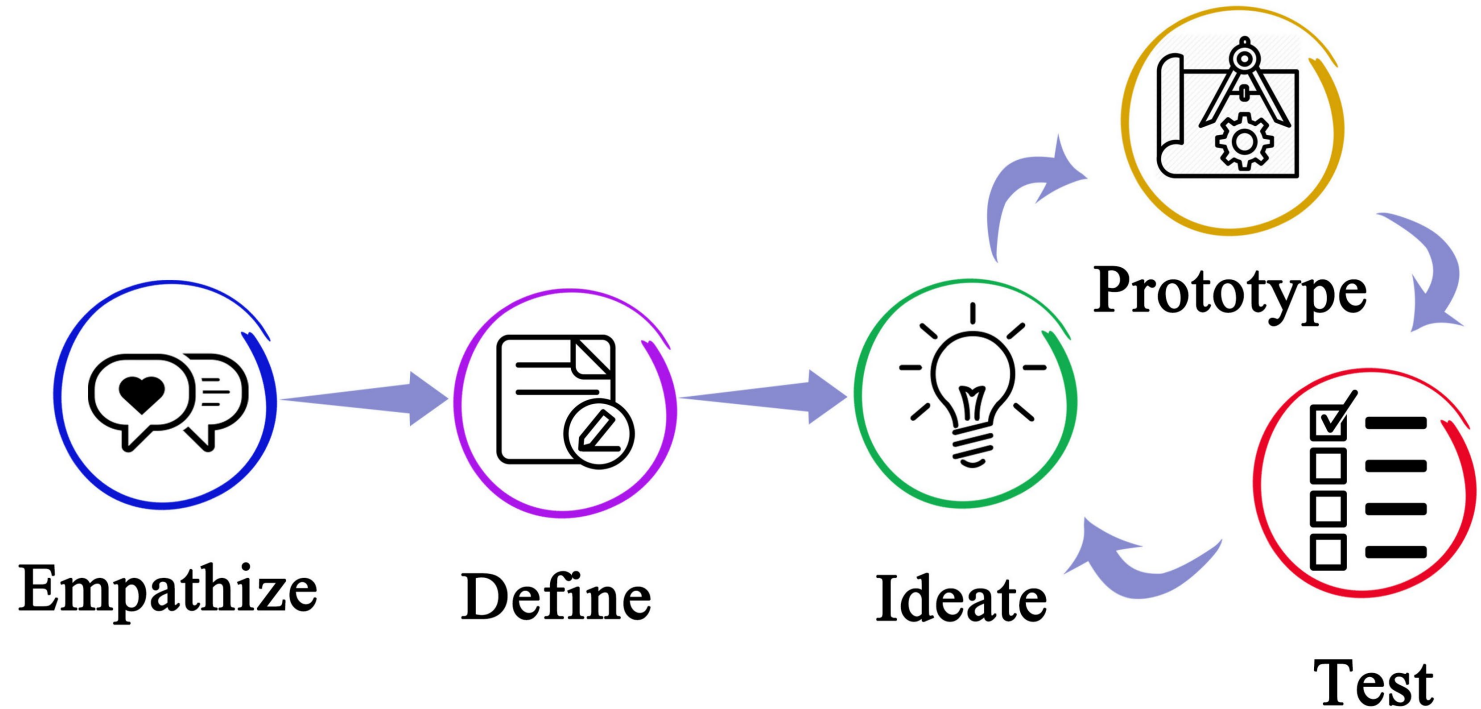


You don't need lots of time or resources to prototype. Begin with pen and paper or other accessible resources, like a slide deck, to mock up ideas and get feedback that will help you better understand the needs of your customers before investing in production...**Creativity Above Capital.**



Turn Problems into Questions

When presented with a problem, resist the urge to find a solution right away. Shift your mindset to instead ask a question that might get you closer to the root of the challenge or support an incremental improvement.



Take the example of the organization who was struggling with reducing waste. Instead of focusing on waste reduction *rates*, consider, How can we make reducing waste a better employee experience? By refocusing on the real human needs, you would uncover insights that are better able to drive toward community engagement and participation...**Ask How Might We...?**



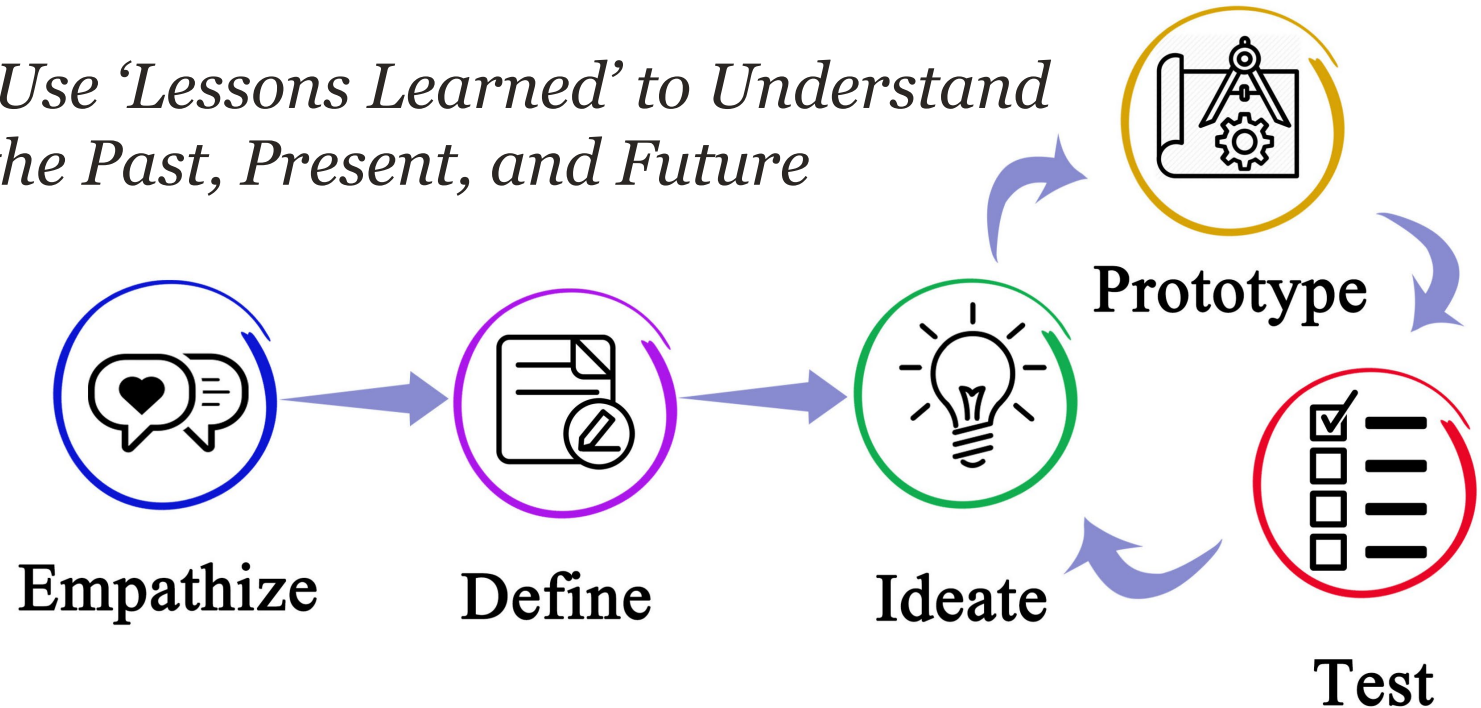
| Here Is How To Get Started _ Step 4

You may use ‘Lessons Learned’ techniques to generate insights around the needs of communities such as observation, interviewing, empathy mapping, and exploring extreme communities.

Typically, ‘Lessons Learned’ fall into three themes:

1. Generative : Used to identify new opportunities and explore needs.
2. Evaluative: Used to gather feedback on prototypes and help you iterate forward.
3. Validating: Traditional research intended to help you understand what is currently happening.

Use ‘Lessons Learned’ to Understand the Past, Present, and Future



Generative and evaluative research are focused on the future and new ideas, while validating research is centered around what is occurring in the present. Balance your ‘Lessons Learned’ approach to focus on what’s happening now and what ***might be*** in the future.

Self Reflection, Are You Engaged...?

Three Reflections of Leadership

1. What You See
2. What They See
3. What We See



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ARE NO
OTHERS*

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