

# ENGAGEMENT MAGIC

Meaning - Autonomy - Growth - Impact - Connection

# Based on the Best-Selling Book

Extensive psychological literature review



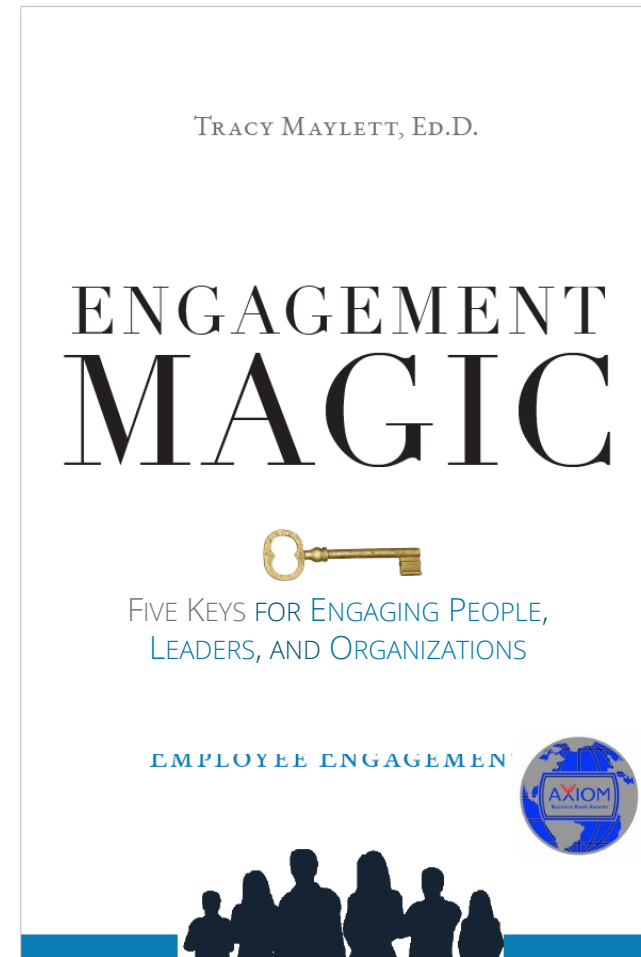
DecisionWise study of over 32 million responses



Over two decades of research



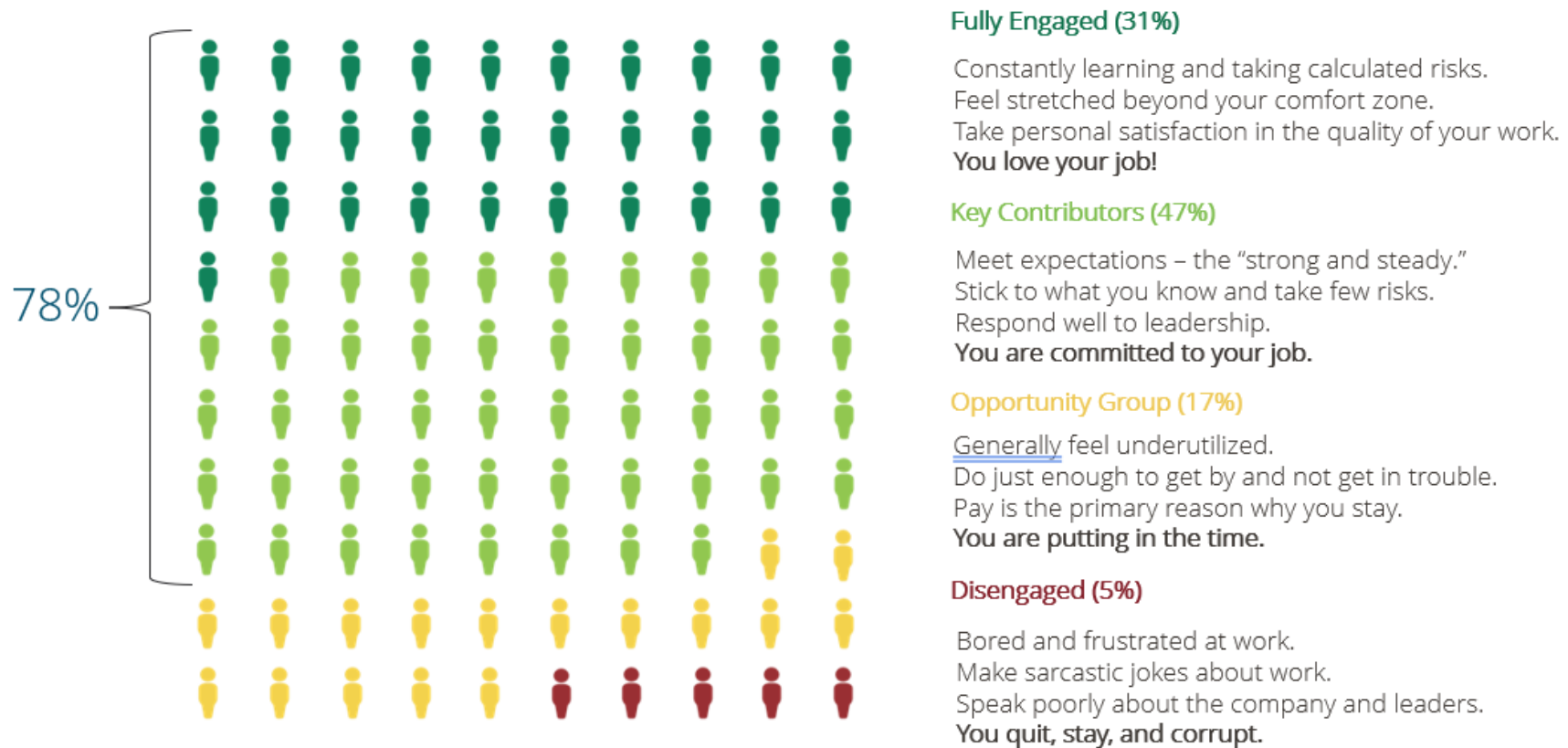
Business case studies



# DecisionWise Engagement Benchmark

The DecisionWise benchmark consists of over 32 million employee survey responses from people around the world.

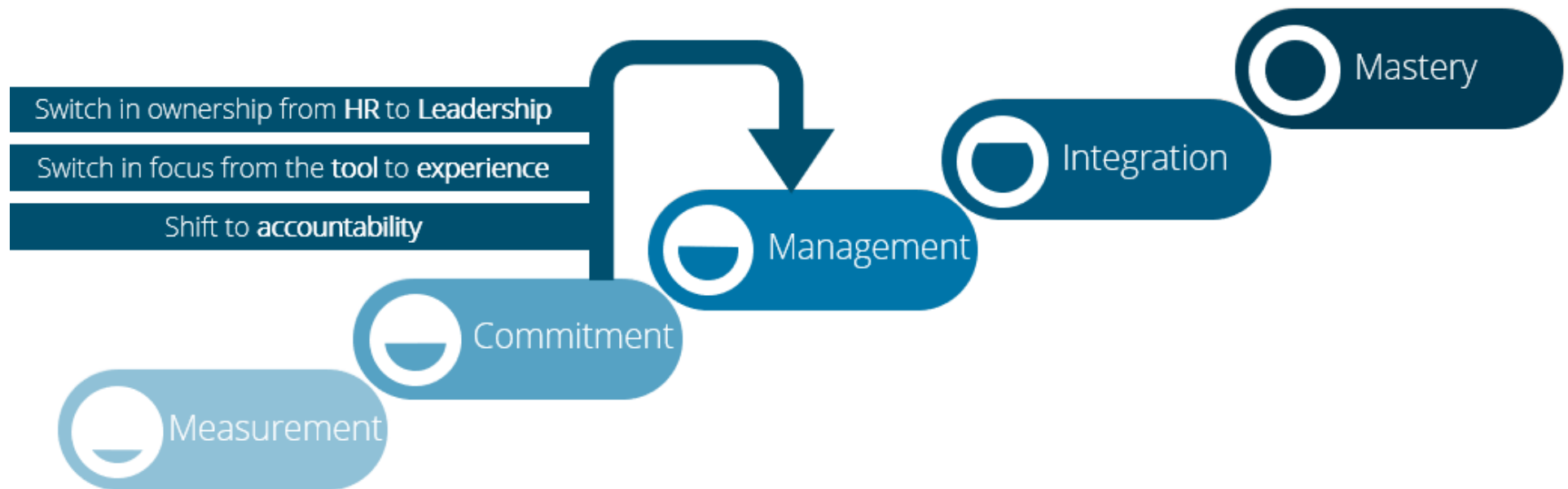
## DecisionWise Engagement Benchmark



# Building Your Engagement Toolkit



## Engagement Maturity Steps



# Building Your Engagement Toolkit



## Making the Leap

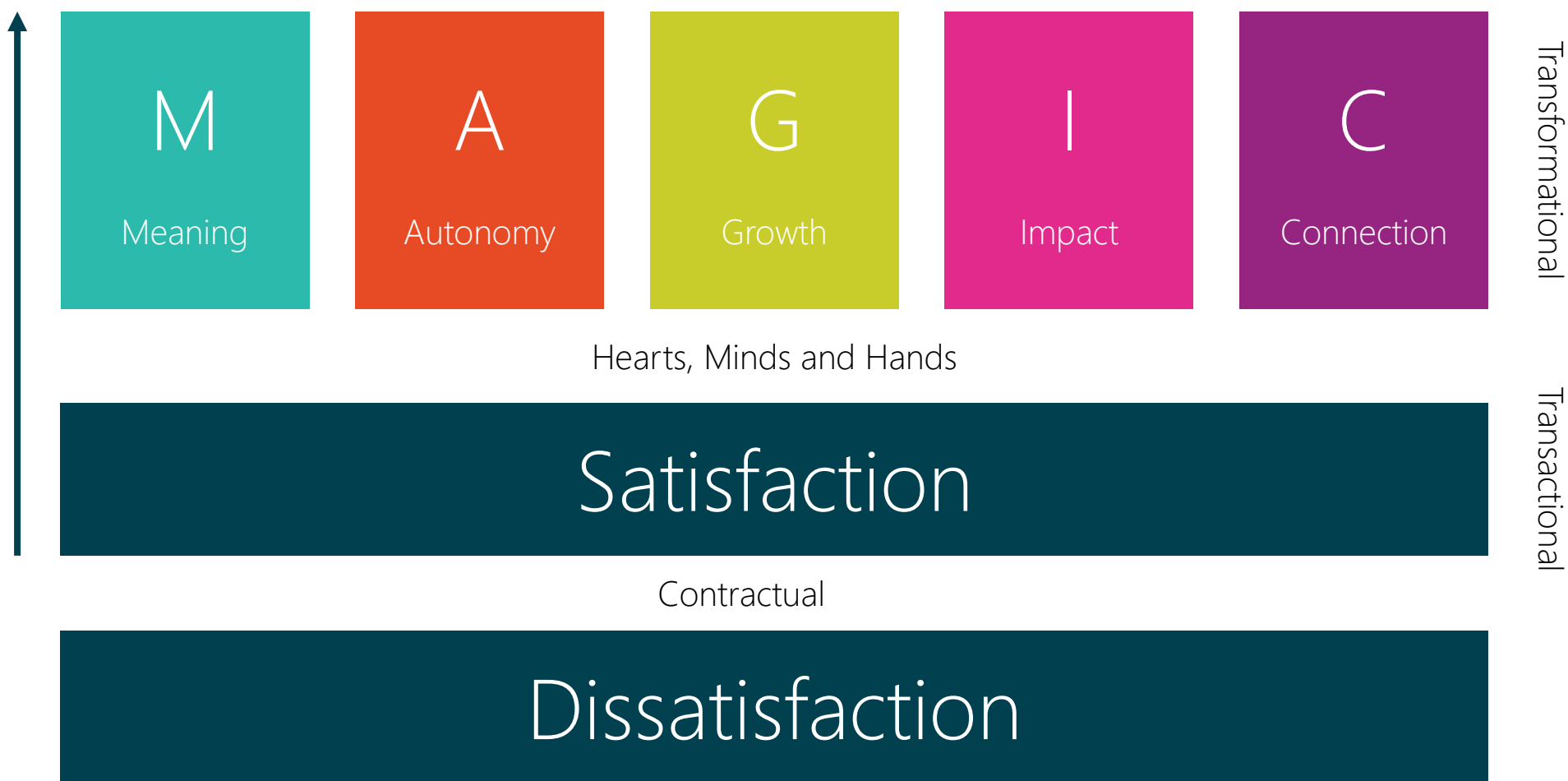


In order for organizations to drive engagement through the leadership structure, they need:

- A standard to measure against
- Defined competencies that lead to engagement
- Learnable behaviors

# The Engagement Experience

*Leaders and Individual Contributors become aware of their current "mode" of leadership vs their desired mode*



# The 5 Drivers of the Engagement Experience

## M Meaning

Appreciate how the organization live its "story"/organizational narrative and its values, whether the stories and the values are perceived as **clear and authentic**

## A Autonomy

Understand our parameters, be empowered and have freedom to do their jobs in the way they feel is most effective (and most enjoyable); is influenced by perception of: **spatial autonomy** (where I work), **temporal autonomy** (when I need to deliver), **task autonomy** (how I deliver)

## G Growth

Regularly feel **challenged and stretched by mastering new skills** and pushing to be better—both professionally and personally; balance between boredom and burnout (too much stretch => burnout)

## I Impact

Belief that work is **contributing** to our own goals, the success of our team, **recognition** of one's efforts, feeling **listened to/** feedback taken into account

## C Connection

Feeling connected to **role, team, top management**; open, two-way communication, feeling **trust and trusted**, feeling you belong

# Our Approach for building an engaged culture in your organization

Based on the demo for the Engagement MAGIC program and our discussions, we designed a **transformational program in 4 steps:**

1. Engagement MAGIC **E-learning** – managers enroll in a fun, engaging, and effective e-learning experience to get familiar with the concepts of the Engagement MAGIC program
2. Engagement MAGIC **SELF Awareness** – 2 days, in class training - participants discover in-depth the concepts and practice them in order to become self-aware and integrate them.
3. Engagement MAGIC for **People Management** – 1 day, in class training – managers learn more about engagement culture and get equipped with the tools to influence employee engagement
4. Engagement MAGIC **360 Engaging People Assessment** for each manager with 1 day in class group debrief.



# EngagementMAGIC E-learning



Participants experience a fun, engaging, and effective e-learning experience that introduces the Engagement MAGIC concepts, and also provides practical tools to boost their own engagement.

E-learning program contents: self-assessment, introductory section, content modules, action-planning exercise.

No. of modules: 9 (2 hours total duration, but teams are encouraged to participate together and discuss the lessons over several weeks)

**1. Getting started** – Review the course and then take your MAGIC self-assessment

**2. Engagement** - Learn about the 5 keys that drive Engagement

**3. Satisfaction** - Learn how Satisfaction and Engagement work together

**4. Meaning** - Align your values with your work to experience more Meaning

**5. Autonomy** - Learn ways to increase Autonomy to improve your Engagement

**6. Growth** - Discover opportunities for your personal growth

**7. Impact** - Craft your impact statement to make a difference at work

**8. Connection** - Learn how you connect with people at work, the organization, and your tasks

**9. My engagement Action Plan** - Finalize your action plan to improve your engagement.

# EngagementMAGIC SELF Awareness

## Agenda - 2 days, in class training



### 1: Engagement vs. Satisfaction

Fake News: Are engagement levels that bad?

- Video: What does disengagement look like in the workplace?

Activity: Can You Beat the Odds? (We all want to engage)

What does a good day look like for you?

What is the employer-employee contract?

- Hygiene factors, perks, adaptation level theory

Introduction of the Engagement Model

- Describe your engagement journey

Who owns engagement?

### 2: Meaning

Video: A Mercedes-Benz for Nelson Mandela

- Story: Building the World's Largest Coliseum
- Can any job have meaning?

Inherent and Associated meaning

Activity: Values Card Sort

Record Meaning take-aways

### 3: Autonomy

Video: Korean Drummer

Activity: Anagrams (Learned Helplessness)

- Pros and Cons of Autonomy

Pair Discussion: 4 Types of Autonomy: Temporal, Spatial, Task, Social

Record Autonomy take-aways

# EngagementMAGIC SELF Awareness

## Agenda - 2 days, in class training – cont.



### 4: Growth

Who needs to grow?

- Barriers to growth

Activity: Growth Assessment

Scale of Growth: Zone of Proximal Development

- Where do you need to grow?

Record Growth opportunities

### 5: Impact

Story: ICBM Scandal

- Impact at Lush cosmetics

Video Game Theory

Activity: Effort vs. Impact

Video: 6 Words

Activity: Write Your Impact Statement

Record Impact take-aways

### 6: Connection

Video: The Power of Conformity

Types of Connection: Social, Organizational, Mission, Values, Task

- How do you connect?

Fit, Belong, Integrate (Integration story)

- Activity: Integration Assessment

Record Connection take-aways

### 7: Engagement Action Plan

Taking ownership for your engagement

Pair Discussion: What drives your engagement?

Draft your engagement action plan

Final thoughts- share learnings

# EngagementMAGIC for People Management

## Agenda - 1 day, in class training



**Review:** Insights from Engagement MAGIC training

What is your motivation for creating an engaged workplace?

**What does an engaged organization look like?**

- Employee Experience = Customer Experience
- Organization Engagement Maturity Continuum
- Active vs. Passive Sabotage

**Manager's Influence on Employee Engagement**

- Emotional Contagion

- Research: Impact of managers on employee engagement
- Engagement Resistance Curve
- Circle of Control
- Engagement as a Leadership Competency
- Engagement Leadership Competencies

**Activity: Group Breakouts and Presentations for each Engagement Key**

**Activity: Engagement Interview Practice**

**Engaging Action Plan Development**

# Engagement MAGIC 360 Engaging People Assessment - 1 day, in class debrief



Managers understand more about their your own level of MAGIC and how their abilities are perceived by their colleagues in a 360 feedback. It is the last approach in the program, meant to making **TENNECO stronger, more profitable, and a better place to work.**

After completing the 360 assessment, and getting the results, a group debrief will help the participants understand where their abilities are strong, and where they could use a boost, so they can support the people in their teams to be **more personally and professionally successful, by taking ownership for their own MAGIC, thus reducing attrition, encouraging initiative, drive growth and profit, and increase personal engagement in work.**



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