

## COMPANY RESULTS

# Workers make the difference in a business success story

## Corporate Advice



**Caryn Walsh**

■ Caryn Walsh, executive coach and leadership and team development specialist, is at the helm of Pure Magic International Business Solutions — an Organisation that specialises in Leadership, People and Organisational Development — working alongside countless Organisations in Fiji, Australia and Africa to help them reach their key business goals at all times.

**T**he most critical asset any Organisation has and the one that sets it apart from its competitors, are its people. In any successful Company, people don't make a difference — people are THE difference.

Without engaged and competent people, businesses will not be successful. It is the passion, energy and power of dedicated and committed people who achieve goals, not Organisations, and it is these same people who continuously search for ways to do things smarter, not harder.

Yet why do many Organisations miss this critical point and what do they need to do to retain their people so they can ensure ongoing productivity and sustainability moving forward?

Service to others is the rent you pay for your room here on earth.

○ **Muhammad Al**

**What does it mean to be 'engaged' at work?**

To be 'engaged' means a person is fully involved in something and they are focussed and committed to it. In an Organisational sense, an 'engaged employee' is defined as one who is fully absorbed by, and enthusiastic about, their work and takes positive action to achieve the Company's goals and further its reputation and interests. (Source: <https://inside.6q.io/the-definition-of-employee-engagement>)

**The Business Case behind Greater Employee Engagement**

Engaged employees build the bottom line. Simple. Better engagement means better productivity and according to Research, employees who are passionate about their work, more interested in what they are doing and more 'engaged,' result in their Organisation performing 200% better than companies whose employees are not engaged.



Workers engage in discussion.

Whilst the value of an 'engaged' employee is often acknowledged by leaders in Organisations as important, it does not always appear to be a strategic business outcome in Organisational Strategic Plans and it costs Organisations dearly.

### Consider this Research:

The 2013 Gallup State of the Global Workplace Report shows that only 13 percent of employees worldwide are engaged. Whilst 78 percent of business leaders rate retention and engagement as important (26 percent rate it as urgent) trends have remained unchanged for over a decade. Most employees are not engaged in their work.

### 8 Business Reasons why you need Engaged Employees

1. Engaged Employees help your business grow
2. Better engagement means better productivity
3. Engaged employees are less likely to quit
4. Engaged employees are positive and optimistic
5. Employees who are engaged enjoy a greater sense of satisfaction than those who are not
6. Engaged employees create and sustain higher achieving teams
7. Engaged employees are better communicators
8. Engaged employees are more innovative and interested in what they are doing

### How Exemplary Leadership Increases Employee Engagement

Employee engagement is a leadership issue. Leaders are the people responsible for creating an Organisational culture, for signing off and implementing policies and procedures and ensuring all systems and processes are working, including the development of their

people and creating nurturing and enjoyable environments where people want to work. And this translates into happy people working in highly performing teams.

The world is a different place to the one it was even ten years ago, and Organisational leaders have come to realise the power of highly performing teams, working together, to achieve goals consistently even when working under stressful and changing circumstances.

### According to Forbes Magazine

Today's leaders must constantly focus on the growth of their teams and strengthening the capabilities of individuals that can make the team more effective; this creates an environment of continuous innovation and initiative.

Employees need to feel valued, that they are important in the big picture and are contributing to the Organisation overall. In return, they want meaningful advancement and career prospects, with an understanding that they are going places and have much to offer and they are respected and included in decisions that affect them, and others.

Leaders need to create new and ongoing opportunities for their people, stretching them, growing them and helping them develop into committed and competent leaders and employees of the future.

### The Characteristics of Modern Day Transformational Leaders

The modern-day leader is change focused and realizes the significance of growing people at all levels within the Organisation. They are passionate and driven to make change occur and constantly challenge existing (and often entrenched) ways of operating —

often firmly set in an unproductive culture. Whilst leading change, they adopt a servant leadership approach with the focus on removing obstacles that prevent their people from becoming, and remaining, highly performing.

■ To gain the competitive advantage and ensure the ongoing success of your Organisation, the focus must be on your people.

■ Competent, effective leaders model the way in everything they say and do

■ The leader is trust-worthy, honest and open and values their people at all levels

■ The leader has a focus on growing and developing their people, pushing them gently out of their comfort zone to greater heights

■ Modern day leaders understand the importance of 'serving' their people — making them the focus of everything they do — following the 10 guiding principles of Greenleaf's Servant Leader model

■ The Leader creates new and exciting opportunities for their people, to keep them interested and growing, pays them well and praises them at every opportunity.

The modern-day leader doesn't want employees to be 'engaged' — they want them to be 'married' and firmly committed to the relationship.

### 10 Key ways to Engage your People

1. Treat them well — show respect and fairness at all times
2. Put them in a position of influence
3. Show an interest in them as people — ask them about their interests, families, successes and challenges
4. Create opportunities for their

growth and development, both within the Organisation and outside of it

5. Regularly assess how you can help them grow as people and as employees (Servant Leadership)

6. Lead by example and be consistent and considerate in everything you do

7. Have their backs. They need to know that you will defend them at all times, no matter what. To keep good people, they have to believe that you are 'doing the right thing by them' and 'looking out for them.'

8. Encourage them regularly, praising them when they do things well.

9. Empower People to do things they never have done before: then you unleash potential

10. Move them into different positions and put them onto committees and projects to keep them stimulated and energised

Employee engagement is no longer a 'nice to have' in modern day Organisations. It is a strategy that is critical to have if Companies want to remain productive, profitable and ahead of the pack. And it all boils down to exemplary leadership — people who realise that without their people — their greatest asset — they will never achieve the Organisational goals against which the longevity of their Company hinges.

Just as the wise man may forfeit his fortune when he does not trust himself, the wise leader forfeits his leadership when he does not engage his employees.

If you would like help to develop your Leaders, People or Organisation, see [www.puremagicbusinessm.au](http://www.puremagicbusinessm.au) or contact us on [info@puremagicbusiness.com.au](mailto:info@puremagicbusiness.com.au)