

# The Engagement Blueprint...

## ...your 4-Pillar self-assessment

Does Employee Engagement matter? The UK government seemed to think so and in 2009, commissioned research into the correlation between this and successful organisations. The subsequent report: “Engaging for Success”, highlighted how employee engagement can lead to improved business performance indicators across a range of organisations. It identified that Employee Engagement can lead to a sense of satisfaction and meaning in work, and the opportunity to develop and use personal skills. And here’s the crunch – organisations enjoying higher levels of Employee Engagement report higher levels of quality and performance, and lower levels of sickness and absenteeism.



So before you start thinking, “yeah – but where do we start?”, the good news is that the authors established that there are just four enablers to employee engagement. These pillars provide a strong framework that organisations can use as a backdrop when developing their employee engagement strategy. Here’s your chance to start identifying where you need action for your team or department by completing this self-assessment activity.

### How to Complete the Self-Assessment:

1. **Review Each Pillar:** Read through the descriptions of the **four pillars** below and think about what they look like in practice within your team or department.
2. **Rate Your Current Situation:** For each pillar, give yourself a score on a scale of 1 to 10, where 1 is very low and 10 is very high. Be honest - this is just a starting point to understand where you stand.
3. **Identify a Quick Win:** For each pillar, consider one simple, achievable action that could help nudge your score in a more positive direction. Think of something you can do right away or within the next few days to make a noticeable difference. There are some hints and tips below to get you started.
4. **Reflect and Plan Next Steps:** Once you’ve completed the scores and chosen your quick wins, step back and look at the bigger picture. Ask yourself: *Which pillar needs the most attention? Where can I have the greatest immediate impact?*

## Let's get started...

### 1. The Four Pillars – some background on the key elements to engagement:



**Strategic narrative:** do you have a strong, authentic and compelling story about the organisation in terms of its history, where it is now, and where it wants to be; told in a way that involves everyone? There should be a clear sense of direction that has been driven by external considerations, and this needs to be conveyed consistently by visible leaders in the organisation who empower their staff and teams. Organisations that do this well recognise the power of effective communications, and understand how an absence of information can create speculation, rumour and dissent.



**Engaging Leaders:** a truly engaging leader provides clear objectives for the teams with guidelines on their expectations, without “over-managing” individuals. They will provide regular feedback on their performance, and have open and supporting conversations to discuss the effectiveness of their behaviours in the workplace. They will inspire and encourage individuals to develop their skills and experience and help provide opportunities for them to improve their performance. They will celebrate achievements and share success with their teams helping to create an open and constructive environment in which to work.



**Employee voice:** this phrase implies that everyone has the opportunity to be heard and *listened to*, so there must be opportunities and mechanisms in place across the organisation for this to happen. These should also accommodate the different preferences that individual personalities have in the way in which they communicate. Organisations that are particularly successful in raising levels of employee engagement include their teams as part of their continuous improvement agenda, or seek their input in addressing problems across the business. Staff feel valued when it is seen that their views and opinions are taken into account.



**Organisational integrity:** in what way is your organisation seen to “behave”? Is there congruence between what the business and its leaders say will happen, and what it actually delivers? Key words and phrases to help pinpoint this intangible aspect include: trust; consistency; shared values and positive behaviours. Creating a rewarding and blame free culture is a strong feature of organisational integrity; as well as nurturing and rewarding behaviours which are consistent with organisational values. Expectations of behaviours towards the job; each other; and those outside the business are clearly communicated, and performance against these behaviours is monitored; rewarded and celebrated where appropriate; managed and developed where necessary – and at *all* levels across the business. This is the space where psychological safety sits.

## 2. Your current situation:

Use the illustration below give yourself a score for each pillar on a scale of 1 to 10 (1 is low, 10 is high):



## 3. Now for the “quick wins” – here are some suggestions to get you started:



**Write the story:** let people know the organisation’s journey – the highs and the lows; bring it up to date and share the vision for the future. What’s the story of the past, present and future? Show how *everyone* plays a part in the success of the and keep it brief and succinct.



**Visibility** make your leader(s) known and visible to all staff. Provide opportunities to interact over pizza lunches or continental breakfasts; blog or vlog; walk the floor; open your door for an hour a week. Tell people in advance; do it spontaneously; – just make sure you do *something*.



**Communicate:** regularly, consistently, and in all directions. Have meetings to disseminate company information; hold discussions to address issues; find out what matters; keep in touch with staff; and provide feedback on their performance and behaviours. Give staff the opportunity to communicate with their peers in different areas of the business, and to share their experiences with one another.



**Just ask:** find out what you need to know. Undertake surveys; provide regular feedback forums; drop in on team meetings – and act on what you learn. Ask again, and tell people what you did based on what they wanted – share what worked, and what didn’t.

What will you do?

	
	
	
	

#### 4. Reflect and Plan your next steps:

Now that you've mapped out your strengths and pinpointed areas that could use a boost, consider what's next. Which areas need closer attention? Which require a deeper dive than a quick win can offer? What does this activity tell me about our own employee engagement and satisfaction? What difference could it make?

And the simplest question of all: Where do I need to start?

This quick self-assessment is designed to get you thinking about what Employee Engagement means for you and where you might need support. Use it as a guide to start making meaningful changes, or as a prompt to reach out to Lizz for further insight and tailored assistance. Whether you're feeling confident about some pillars or unsure where to begin with others, a conversation with Lizz can help turn your insights into action. With a focus on leadership behaviours, team dynamics, and organisational culture, Lizz brings the experience and approach you need to create a more engaged, high-performing environment. Ready to see real progress? Let's talk and explore how we can move from quick wins to lasting impact.