

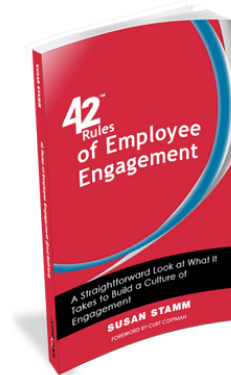
# LEADERSHIP: THE ENGAGEMENT FACTOR

DELIVERING TEAM TECHNOLOGY FOR 27 YEARS

WWW.TEAMAPPROACH.COM

## Group Coaching:

A 10 month development process designed to increase employee engagement and organizational health for the cost of a single coaching session.



### ***Imagine if half your employee compensation was not netting a full return on investment...***

*Disengaged workers cost the economy more than **\$3 billion** per year- Gallup 2010 ...In the Rules of Engagement, you'll spend a full year assessing and adjusting little things that impact business in big ways.*

- Employee engagement is something leaders can affect.
- We begin with a common goal: increasing engagement on our teams to inspire greater mindshare, innovation, collaboration and results.
- Employee engagement comes from a lot of little things. We will examine these and make multiple adjustments.
- You will have access to 42 Rules which can be read in 3-4 minutes each.
- You will focus on one rule per month with your team!
- Each month we'll provide tools to help you and your team discuss, learn and make adjustments.
- As we meet virtually each month, we'll share experiences and prepare for the next month's engagement tool.
- This group coaching experience will give you access to a community of practice- other leaders who share similar goals and concerns.
- A telephone and computer are needed to attend our 10 virtual sessions.

## Why Do I Need to Know This?

*Lack of engagement costs you more than you know  
Employee engagement is the low hanging fruit of  
organizational performance*



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Rules of Engagement, April 23, 2008

### Rule 2: Get "Under New Management"

*Think of "under new management" as an opportunity  
to try out changes that allow you to be open and  
upfront about what you are doing.*



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Rules of Engagement, April 23, 2008

### Rule 7: Everyone Needs Feedback

*Our behavior has a direct impact on the engagement  
of our team, yet it is impossible for us to see  
ourselves as others see us.*



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Rules of Engagement, April 23, 2008



For more information:

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800-864-4911



*"Our research shows that even during the downturn, companies that have  
focused on maintaining open and honest communication with employees,  
ensuring that strategic directions are clear, fostering trust and confidence  
in senior leaders, are seeing positive returns on their investments."*

*- William Werhane, Hay Group Global Managing Director*

## Everyone a teacher, Everyone a learner:

- In this environment, we all will learn from each other's experiences
- It is critical that you use the tools offered to build engagement on your team
- Most of the suggested activities will be done with your team
- You will be asked to share results with others so we can learn from you

## To get something, you need to give something:

- This is not a silver bullet. Sitting in class each month- will NOT change anything
- Are you ready to actively work at new ways of working?
- Are you open to new ideas, especially those suggested by your team?
- Can you give up control and become a little vulnerable?

## Are you open to feedback:

- What if you ask your team for honest input and they challenge your approach?
- What if you get input that does not agree with your self-perception?
- If your team never shares its concerns, does this mean problems do not exist?
- How do unexpressed concerns impact performance and engagement?

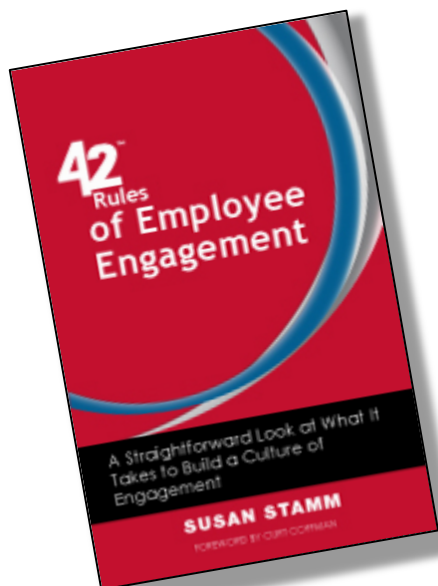
## Not for the faint of heart:

- We intend to challenge conventional ideas
- If you are not ready to be challenged, don't come
- Current economic challenges demand our best. Do we tap into our team's full potential?
- Tapping into the real potential of your team requires we treat others as adults
- Trust is a two way experience- we must extend trust first

## Here is what you get:

- "42 Rules of Employee Engagement" by Susan Stamm
- Worksheets to guide activities related to each rule
- Access to 9 group coaching sessions with other leaders and a wrap up session
- Access to podcasts interviews with top authors of employee engagement books
- Access to private Yammer Site to share experiences, and get advice on your personal challenges, while sharing your own expertise with others.

## A Straightforward Look at What It Takes to Build a Culture of Engagement



*42Rules of Employee Engagement (2nd Edition)* was born out of need for corporations, leaders and managers to engage with employees. Depending on whose research you read, as much as three quarters of the global workforce were not engaged! How long could organizations continue down this path and thrive or survive?

As overwhelming as these data seem, Susan Stamm began to recognize the solutions are simple and within our reach. Engagement begins and ends with leaders and their day to day actions. It's the little things that make the big difference: how much information the leaders shares, how they approach important conversations, how much control they need, and how well they listen.



**Susan Stamm**

### ► Get your own customized edition of *42 Rules of Employee Engagement (2nd Edition)*!

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered inside your company

Prices for customized (starburst and/or logo on jacket, letter inside) books:

|                   |                 |
|-------------------|-----------------|
| ▪ 10-99*          | - \$ 16.96/book |
| ▪ 100-249*        | - \$ 15.96/book |
| ▪ 250-499**       | - \$ 14.96/book |
| ▪ 500-749**       | - \$ 13.97/book |
| ▪ 750-999         | - \$ 12.97/book |
| ▪ 1,000-4,499     | - \$ 11.98/book |
| ▪ 5,000-9,999     | - \$ 9.99/book  |
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| ▪ 100,000-999,999 | - \$ 4.99/book  |
| ▪ 1,000,000+      | - \$ 1.99/book  |

eBooks:

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|-------------|----------------------------------|
| ▪ 1-10*     | - \$ 11.95/book                  |
| ▪ 10-999*   | - \$ 7.50/book                   |
| ▪ 1,000+ ** | - \$ 3.50/book (in lots of 1000) |

\* Plus \$500 customization charge

\*\* Plus \$250 customization charge

Note: Will add shipping (and tax in CA)

### ► More about the Book:

*42 Rules of Employee Engagement (2nd Edition)* takes a practical, straightforward and fun look at what it takes to build community, commitment and a culture of engagement in the business world today. The book highlights common behaviors that lead to "disengagement" in teams and offers useful, non-nonsense ideas for doing things differently. Susan Stamm will inspire and challenge you to create a unique workspace with your team that attracts and inspires high performance, commitment and authentic work relationships. This book is loaded with practical advice and actions you can take away to begin building an engaged team.

If you want better engagement at your company, you should pick up '*42Rules of Employee Engagement (2nd Edition)*' today.

**Want More Info? Contact the Author or Your Super Star Press Sales Representative**

<http://www.happyabout.com/42rules/employee-engagement.php>