



## The Highly Engaged

You've seen the research. There's simply no contest. Organizations with highly engaged employees outperform their rivals in operating income (19%), net income growth (14%), and earnings per share (28%). Highly engaged employees are more productive (43%) and more likely to remain with their employers (85%). In short, the highly engaged get results with energy, passion, and purpose. They stay longer, innovate faster, and execute better. Indeed, the highly engaged represent the ultimate competitive weapon of our day.

## Own Your Own

Our research has turned employee engagement on its head. Here's why: When surveyed, 90 percent of highly engaged employees report that they take personal and primary responsibility for their own engagement. It's a stunning and largely ignored fact. While most highly engaged employees embrace an employee-centered

model of engagement, most disengaged employees follow an employer-centered model. The highly engaged expect the organization to play a support role. The highly disengaged expect the organization to play a primary role.

## The Big Idea

Think about it. An employer-centered approach to engagement is unbalanced. It's based on an old industrial model of dependency. In this age of disruption and discontinuity, that model has become obsolete. With constant change and increased mobility of labor, you have to step forward and take ownership for your own engagement – and you have to do it now!

If you really want to understand high engagement, study the highly engaged. We did and we found the big idea. Highly engaged employees understand that organizations can't always create ideal conditions for engagement. So they don't wait around for the organization to engage them. They take action to drive and sustain their personal engagement. It's the key to their personal and professional success.

## Two Sides to the Engagement Equation

TRCLARK conducted a comprehensive research project to analyze the major models and approaches of engagement put forward in the last 20 years.

Result? Our research shows that most organizations focus on half of the equation – the organization’s role in creating conditions that support employee engagement. Most organizations tend to leave out the other half – the employee’s personal responsibility to take action. Both sides are necessary, yet not sufficient. High engagement results when both sides do their part, when organizations create the right conditions and employees apply the right actions.

## The Solution: *Own Your Own Engagement™*

Own Your Own Engagement™ consists of learning and application modules based on six Personal Action Drivers.

### The Six Drivers of Engagement™

Perhaps the biggest clue that employer-centered models are incomplete is the simple fact that they don’t hold up across cultural and demographic boundaries. In other words, there’s a different model for Brazil versus France versus the US.

If you start the analysis with the individual rather than the organization, the results are quite different. The drivers of engagement take the form of personal actions in addition to organizational conditions. What’s more, the action drivers are universally valid.

Our research reveals six “personal action drivers” that begin with the individual:

- › Shaping
- › Learning
- › Achieving
- › Connecting
- › Stretching
- › Contributing

High engagement results when individuals apply all six personal action drivers, and leaders create systems and conditions to support them.

## Engagement Options

### FACE TO FACE WORKSHOP

Own Your Own Engagement™ is available as a one or two-day instructor-led workshop. In the two-day program, participants spend more time completing in-depth personal engagement plans.

### LIVE WEB WORKSHOP

The live web-based version of Own Your Own Engagement™ is ideal for distributed workforces and takes advantage of our proprietary spaced-learning methodology.

### STATE OF THE ART E-LEARNING

A complete learning experience online with our e-burst video format to maximize the information delivery.

## Coaching/Consulting

We provide personal coaching and organizational consulting services to help both individuals and organizations in their efforts to increase engagement based on the six personal action drivers.

Own Your Own  
Engagement TODAY!  
1.800.581.6009  
[www.ascendfast.com](http://www.ascendfast.com)