



Engaging the Disengaged Employee

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What is Engagement?

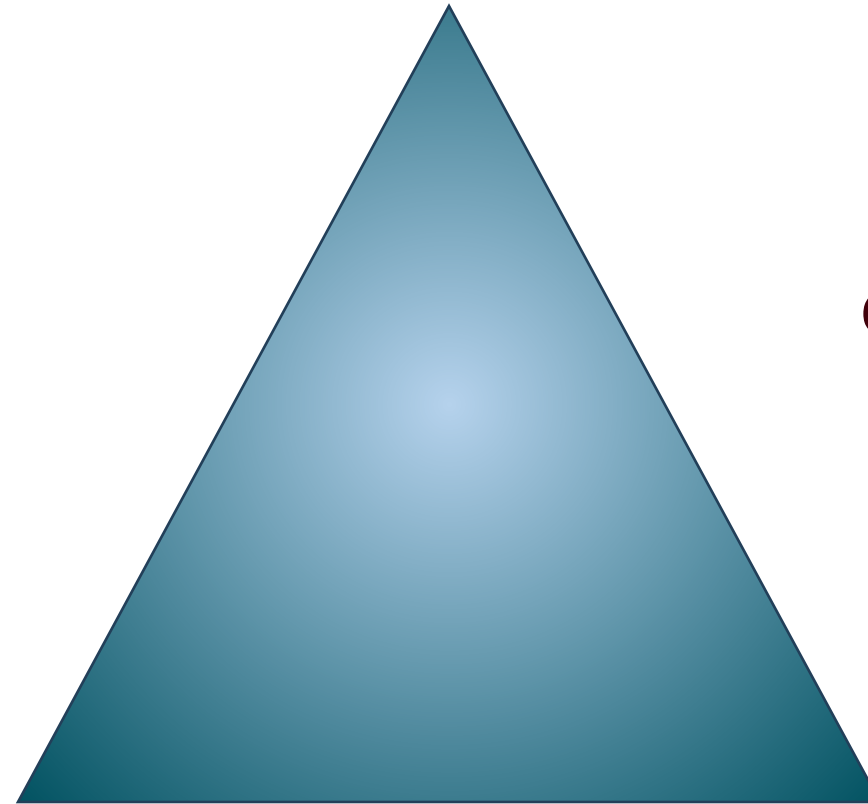
We define engagement as those employees who are enthused about their work and enthusiastic about their workplace.



What Engaged Employees Do Differently

Attitude

Commitment



Work Product



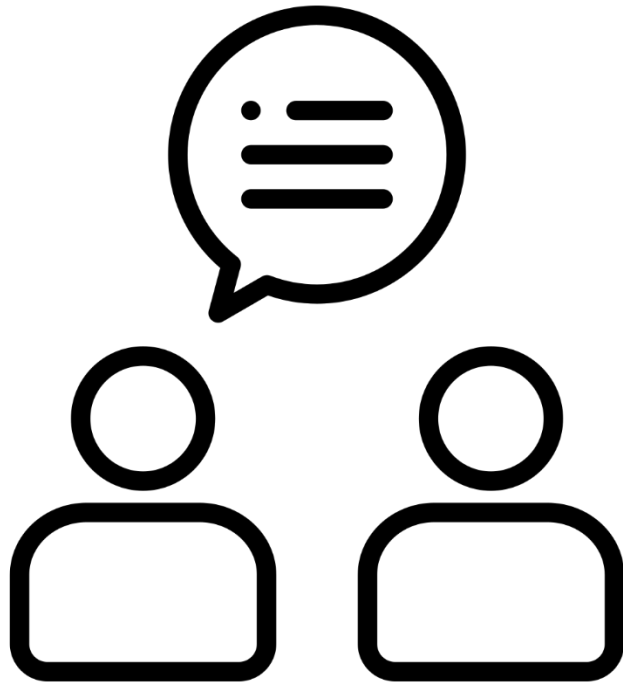
US Engagement Data

- ◆ Engaged Employees – 32%
- ◆ Not Engaged Employees – 52%
- ◆ Actively Disengaged Employees – 16%



Why Engagement Matters

- ◆ Higher Member Satisfaction
- ◆ Higher Productivity
- ◆ Lower Turnover



CHAT

What would you estimate is the percent of engaged employees at your credit union?



Why So Few Engaged Employees?

- ◆ Lack of Understanding
- ◆ Lack of Attention
- ◆ Lack of Vigilance



Engagement Errors

- ◆ **Solely an HR Function**
- ◆ **Built by scheduled “Funtivities”**
- ◆ **A one-time event**



Building Engagement Requires “ICE”

◆ **Intentionality**

◆ **Consistency**

◆ **Effort**



Creating Engagement (this should cascade throughout the credit union)

◆ Value the Person

◆ Develop the Person

◆ Design the Job to Maximize the Person's Strengths



Keeping the Engaged Employees Engaged

- ◆ **Be Attentive**
- ◆ **Be Keenly Aware of Changing Needs**
- ◆ **Keep the Relationship Strong**



Engaging the Disengaged

- ◆ Understand Why
- ◆ Look at Their Job Fit
- ◆ Look at Their Relationships



Keys for Managers

- ◆ Don't Begrudge People for Wanting Their Needs Met
- ◆ Ask, Don't Guess
- ◆ Individualize Your Leadership



The Biggest Key for Managers and Leaders

YOU ARE ENGAGED!

Thank You!
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