



PRESENTS:

# Strengthening Team Commitment and Engagement





**ADVOCATE  
BUILDERS**

**Shonda Sammons**

**Owner**



# Introductions: Story of your name...



# Objectives

A background network diagram consisting of numerous small, multi-colored circular nodes (red, green, blue, orange, purple, grey) connected by thin, light grey lines. The nodes are scattered across the slide, with a higher density on the left and right sides, framing the central text.

- Understanding the Impact of Commitment
- Defining Engagement
- Adding Strategies to your Toolbox

What does  
it look like  
when people  
are not  
committed?





"The only limit  
to your impact  
is your  
imagination  
and  
commitment."

~ Stephen Covey



# Kinlaw's Four Pillars of Commitment



Dennis C. Kinlaw's book, *Coaching for Commitment*, described four critical elements to build capacity and commitment. It provides a useful framework for empowering performance, increasing engagement, and developing sustainable motivation.

# Kinlaw's Four Pillars of Commitment



## CLARITY

People need to clearly understand the expectations and goals.



## COMPETENCE

People must trust they have the skills/strengths to perform their work, and that the organization is making the best use of their talents.



## INFLUENCE

People need to feel they have some influence over their work.

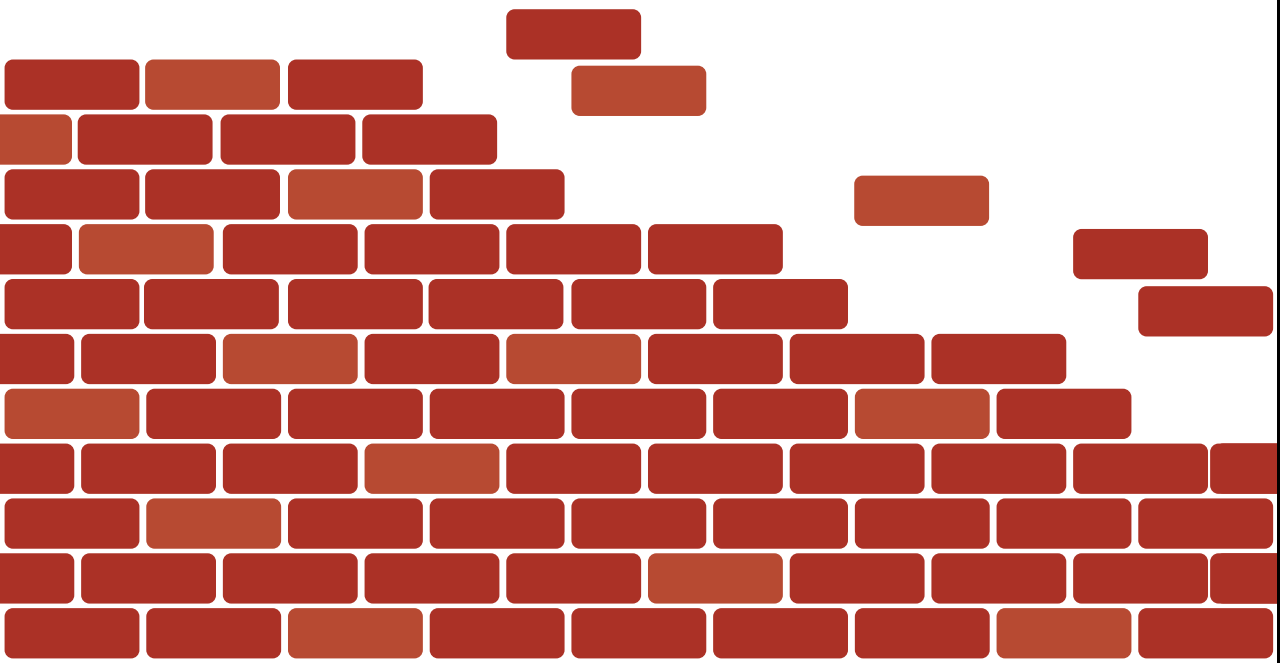


## APPRECIATION

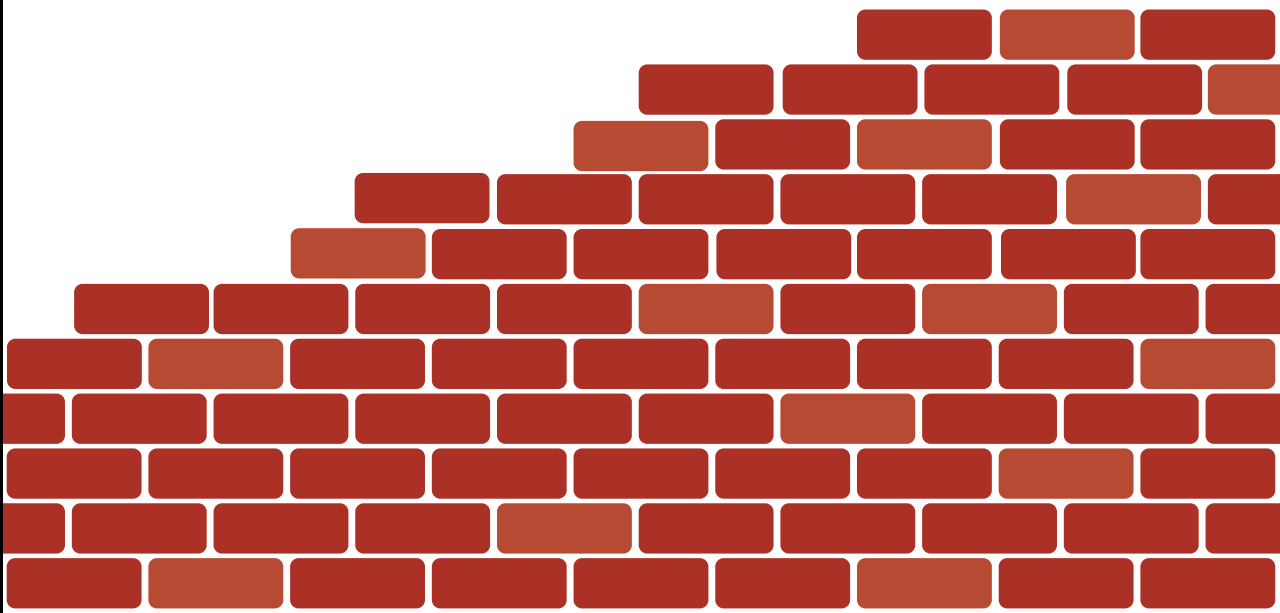
Committed people feel appreciated and valued. They know their contributions matter and feel they're treated fairly and equitably.



What builds  
commitment?



What breaks  
commitment?



Commitment



Engagement



“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.”

~ Simon Sinek





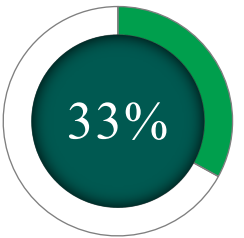
The background of the slide features a complex network diagram. It consists of numerous small, colored circular nodes (in shades of red, green, blue, orange, purple, and teal) interconnected by thin, light gray lines. The nodes are scattered across the frame, with some appearing as larger, more prominent circles and others as smaller dots. The overall effect is that of a dense, interconnected web or graph.

How do you define engagement?

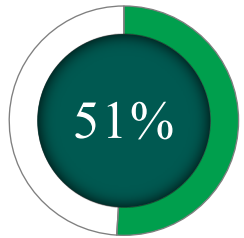
The optimal alignment between performance and satisfaction.

# State of the Global Workforce

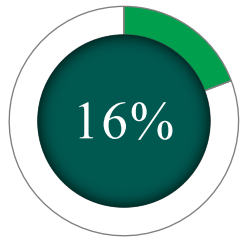
2024  
United States and Canada  
Employee Engagement Data:



Engaged



Not Engaged



Actively  
Disengaged

# State of the Global Workforce



## Employee engagement breakdown:

% ENGAGED

### Regional

**33%** +2

### Global

**23%**

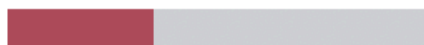



### Gender

35%   
Female

31%   
Male

### Age

34%   
<35 years old

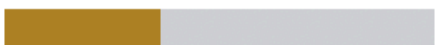
32%   
≥35 years old

### Job Level

35%   
Manager

32%   
Individual contributor

### Work Location

36%   
Exclusively remote

35%   
Hybrid

29%   
On-site



# GALLUP Study

## The Strengths, Weaknesses, and Blind Spots of Managers

“Worldwide, the cost of poor management and lost productivity from not engaged or actively disengaged employees is  
**\$8.9 trillion,**  
or 9% of global GDP.”

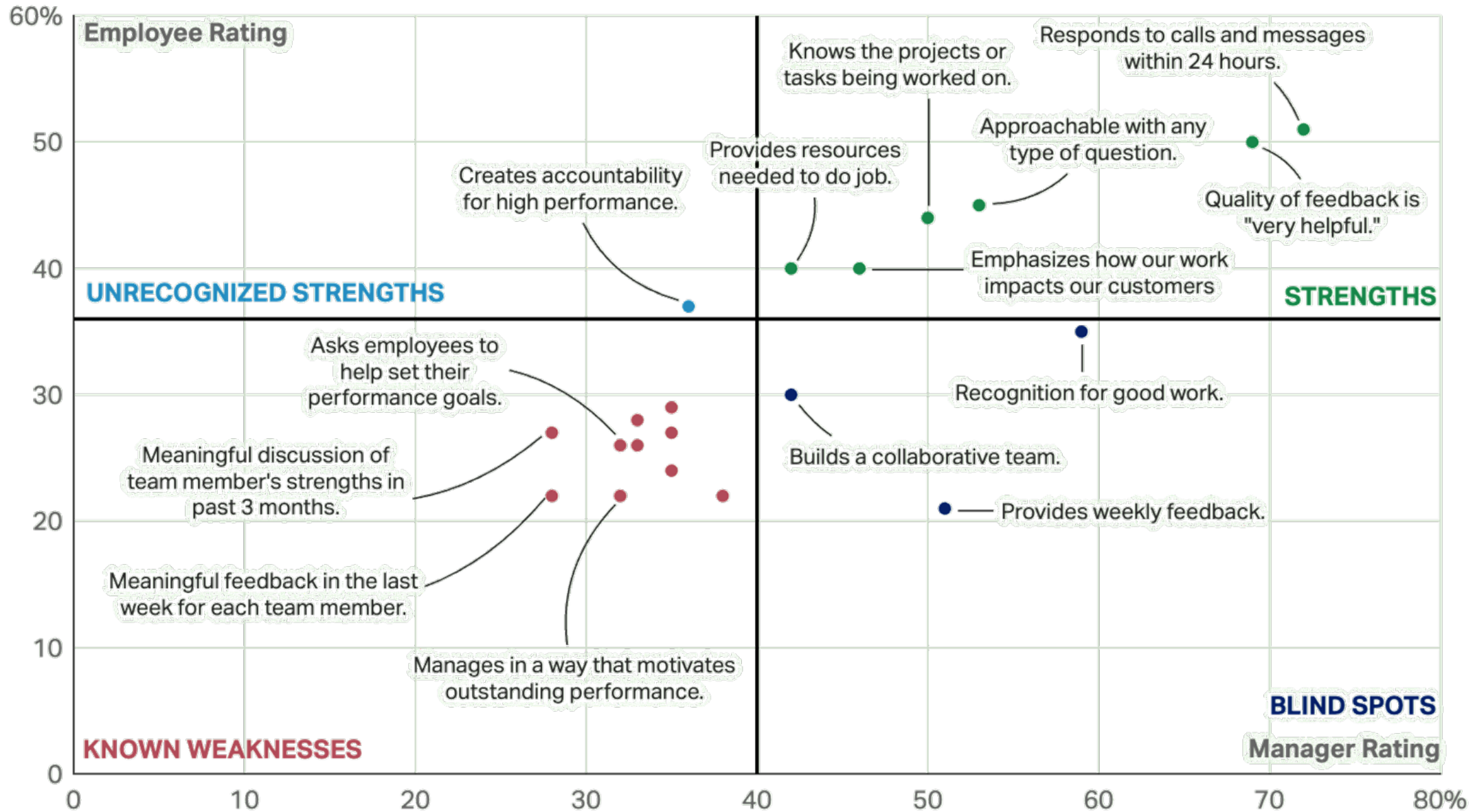


# GALLUP Study

Source: GALLUP

% Strongly Agree

## Current State of Management: Employee vs. Manager Perspectives



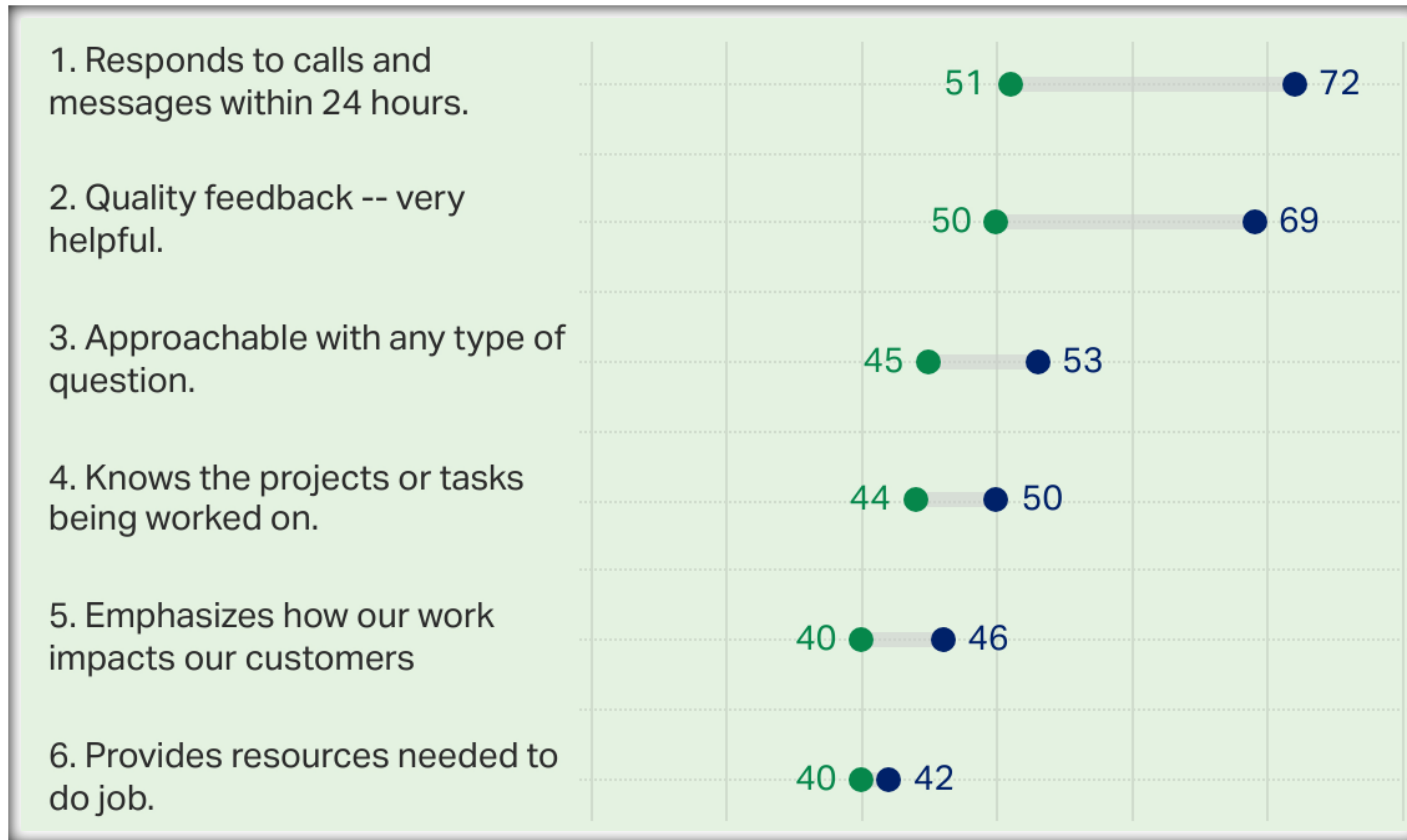
# GALLUP Study

## Strengths: Where are managers most effective?

% Strongly Agree

● Individual Contributors

● Managers





# GALLUP Study

## Weaknesses: Where do managers struggle the most (and know it)?

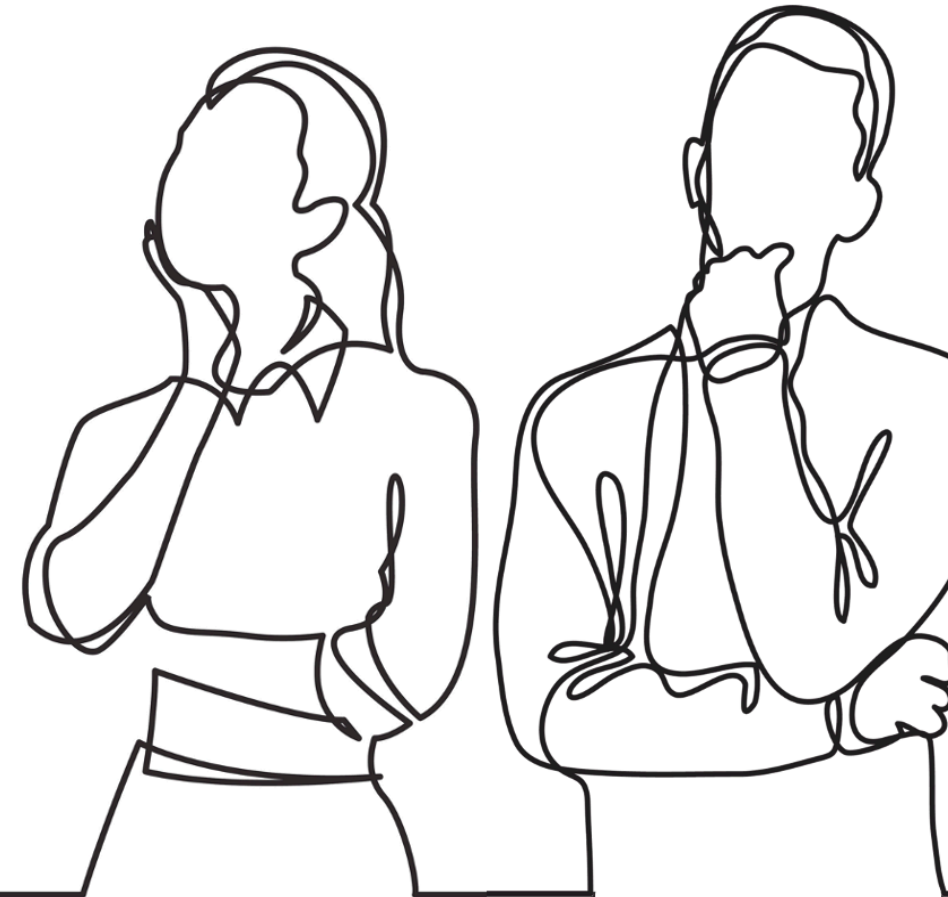
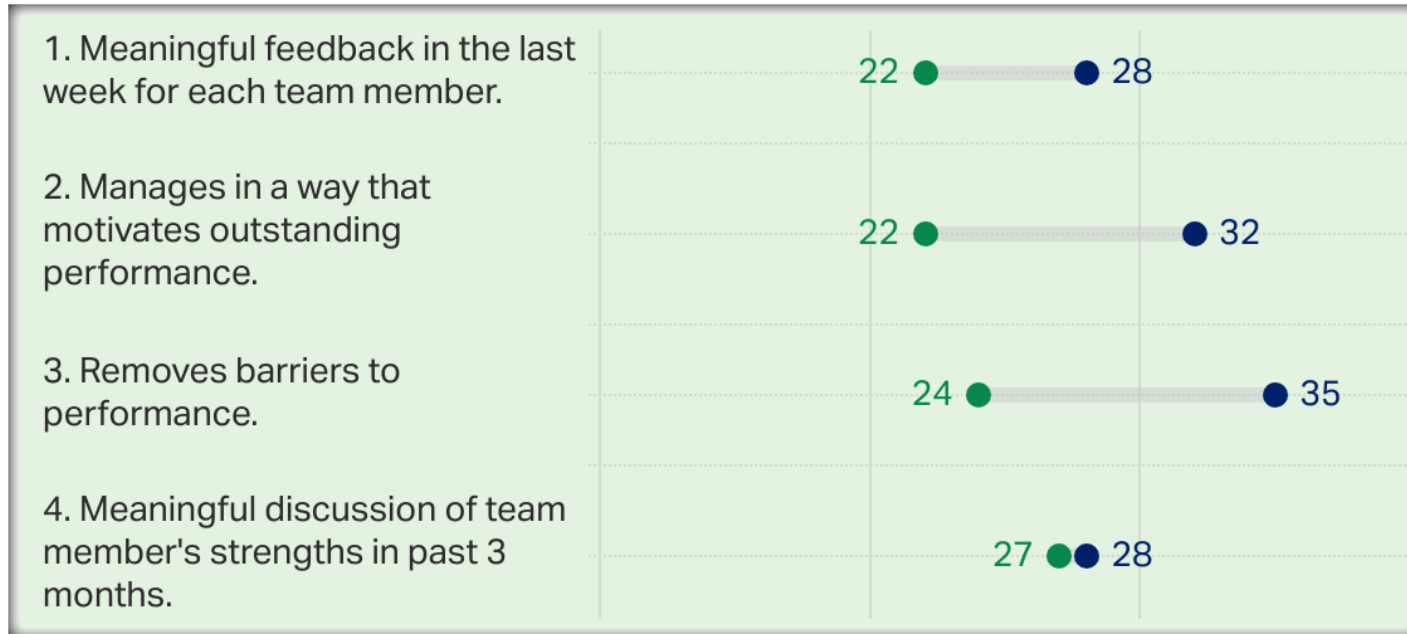
% Strongly Agree



Individual Contributors



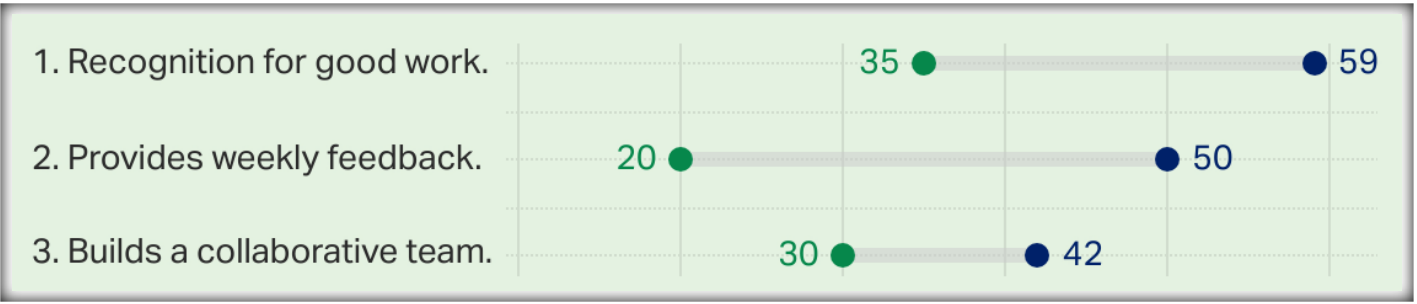
Managers



# GALLUP Study

## Blind Spots: Where are managers overconfident?

% Strongly Agree    ● Individual Contributors    ● Managers



# GALLUP Study

## Top Drivers of Employee Engagement

Each critical behavior is a “known weakness,” except for recognition, which is a “blind spot.”

### Known Weakness

- Meaningful feedback in the last week for each team member.
- Invests in team member development.
- Actively helps achieve goals.
- Meaningful discussion of team member’s strengths in past three months.

### Blind Spot

- Recognition for good work from manager.





# Engagement Options



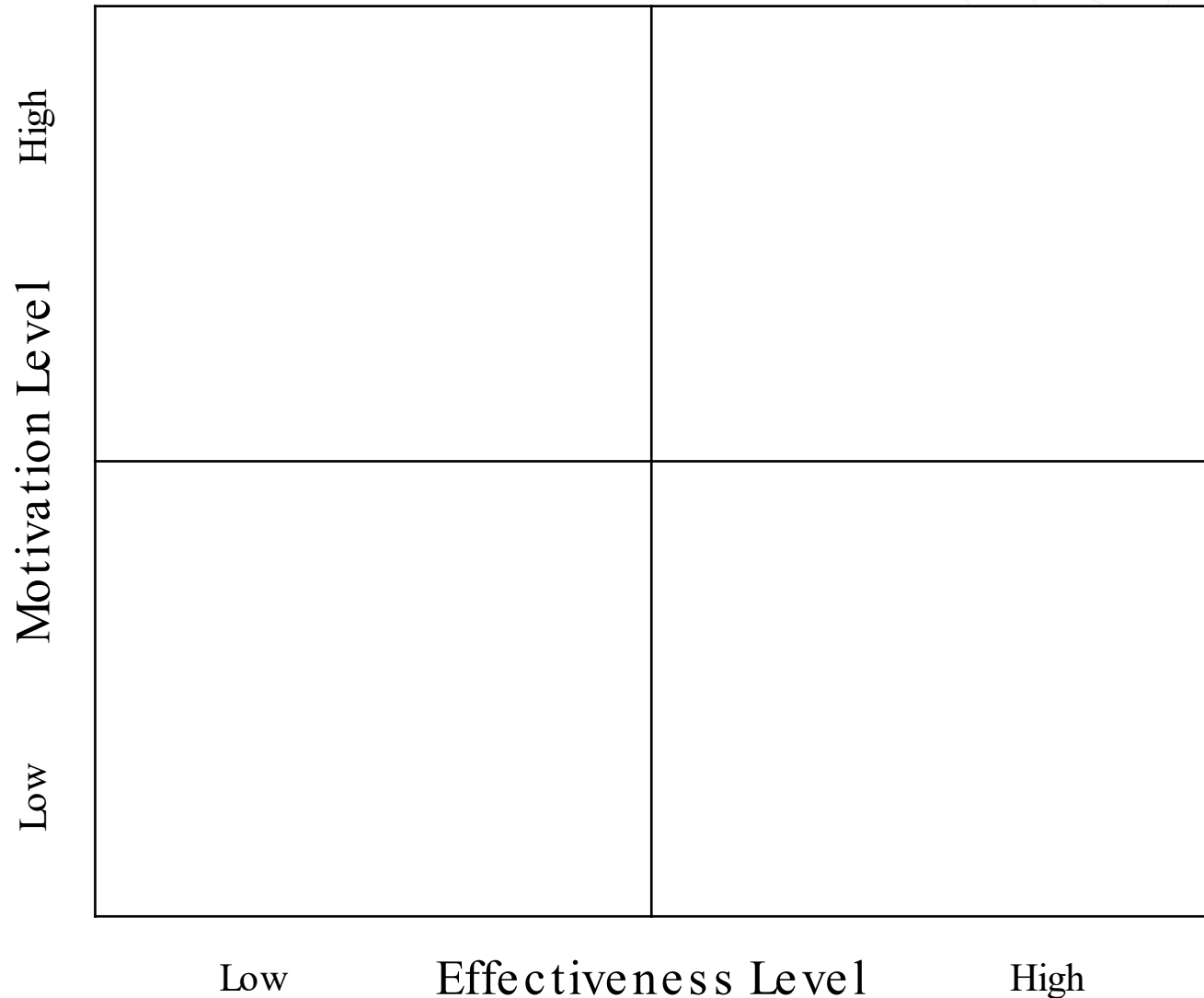
Accept the situation...

Modify your approach...

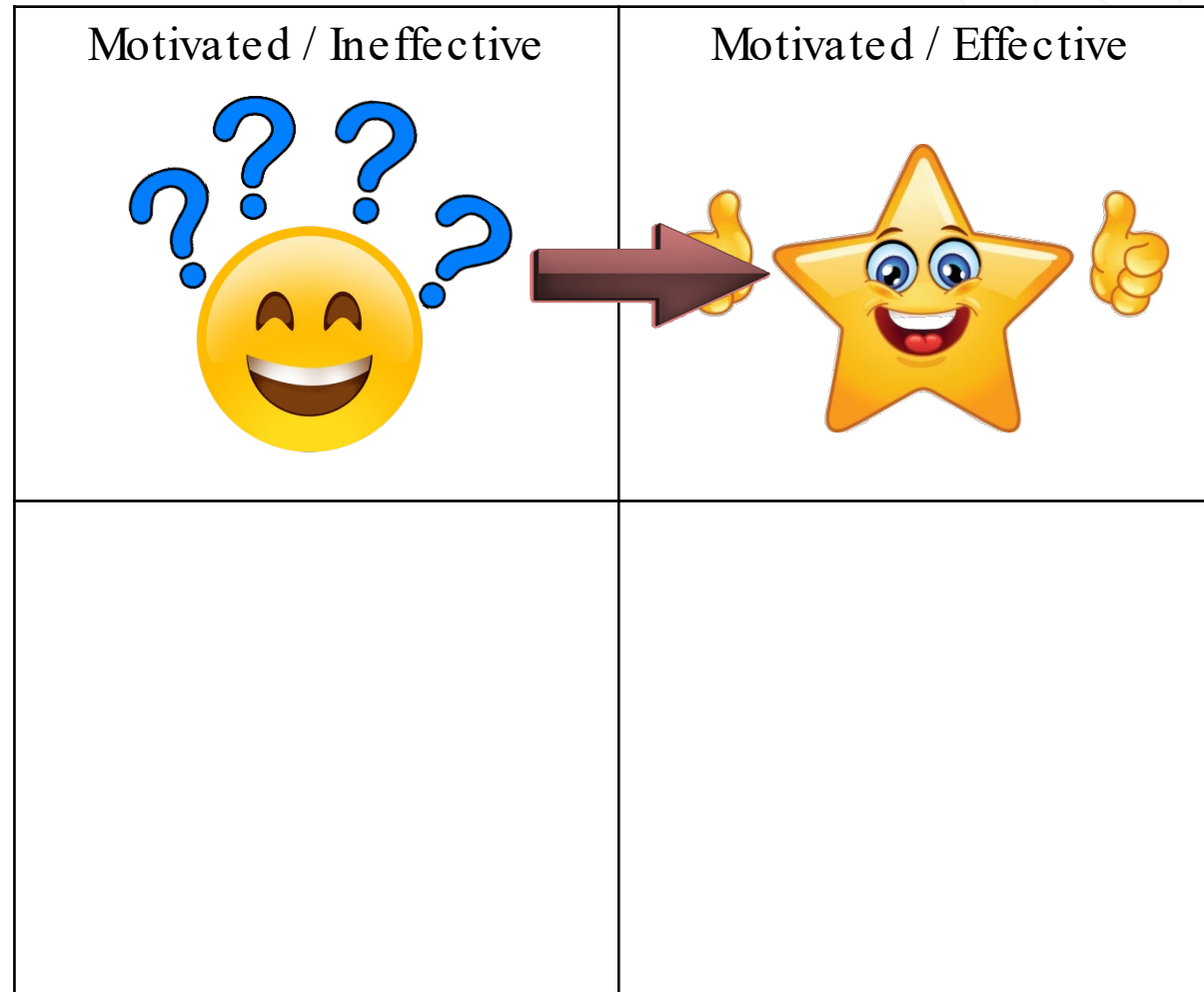
Leave the situation...

# Engaging Your Team

## Engagement Grid



# Engagement Grid

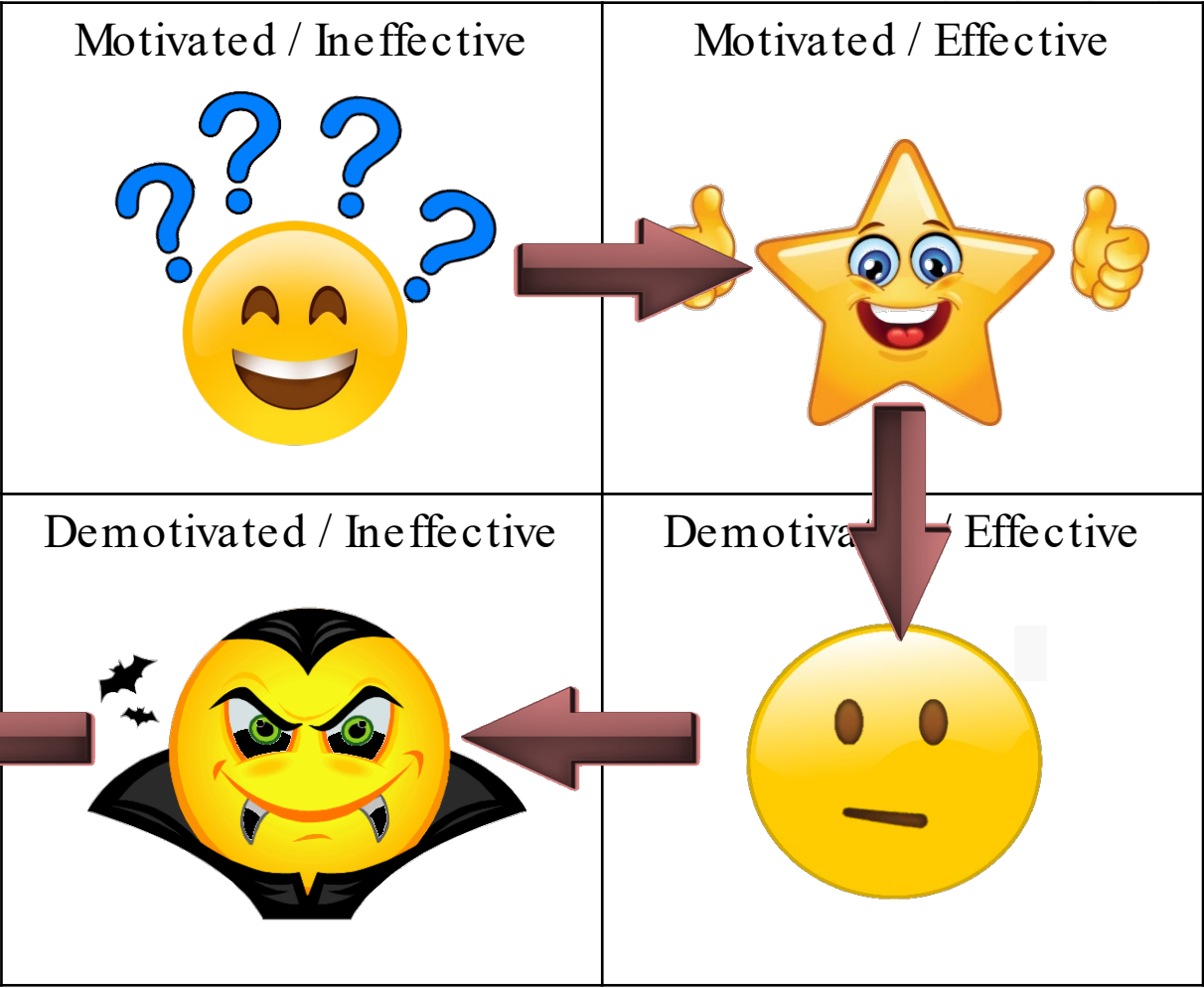




# Stay Interview Questions

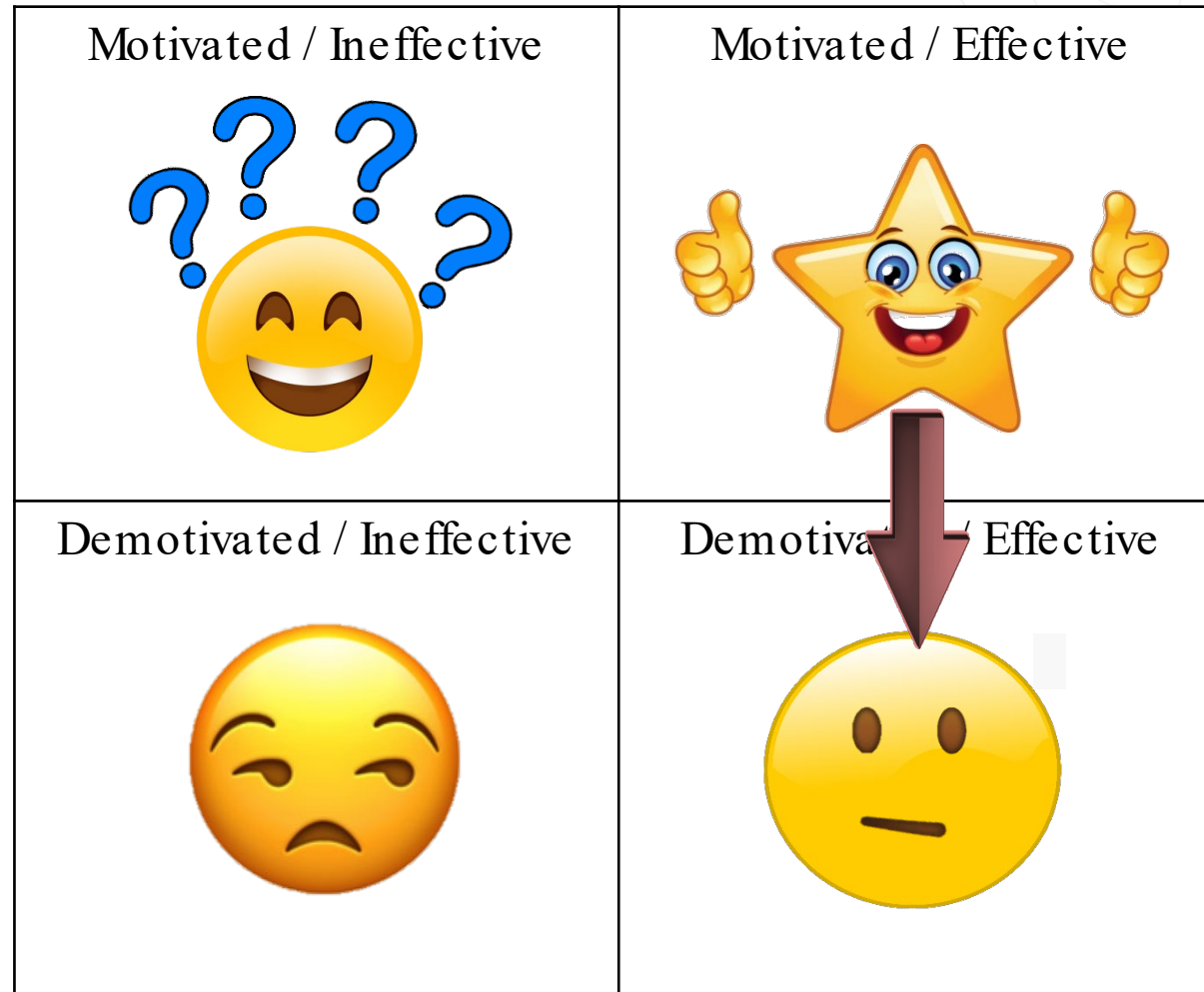
1. What do you look forward to when coming to work?
2. What do you dread about work every day?
3. What makes for a great day at work?
4. What do you think about on your way to work?
5. Do you feel you're being used to your full potential?
6. If you had the power, how would you change your day-to-day job to be more enjoyable?
7. What would tempt you to leave the company?
8. What part of your job would you cut out straight away if you could?
9. What would make your job even more satisfying?
10. What software tool should we stop using right away?

# Engagement Grid



# Engagement Grid

What demotivates people?

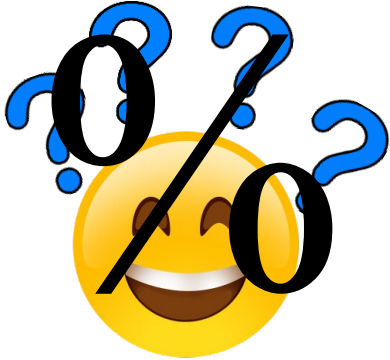

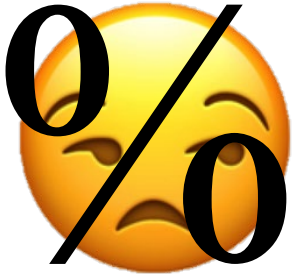
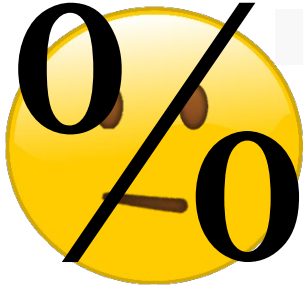




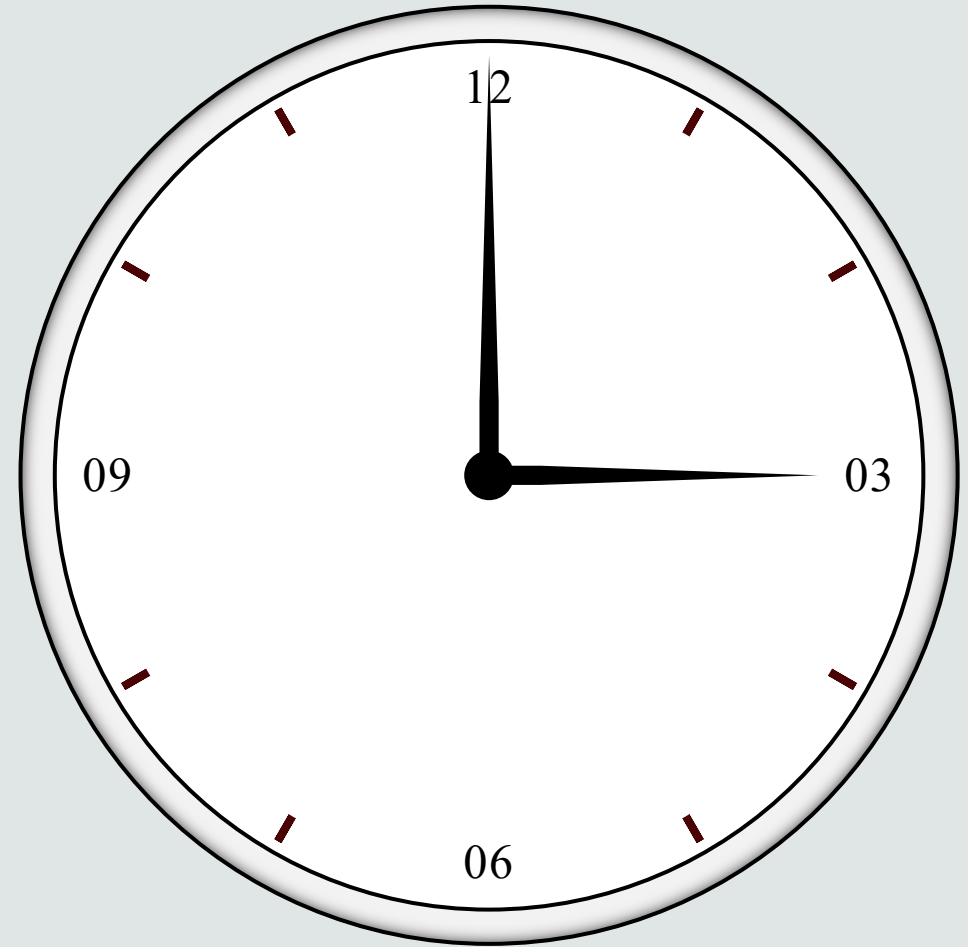
# Engagement Grid

Your team...

Where are you?

Motivated / Ineffective 	Motivated / Effective 
Demotivated / Ineffective 	Demotivated / Effective 

Where are you  
spending most  
of your time?





Questions & Commitment to Action



# Thank You!



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