



Employee Engagement

From Disney to your library



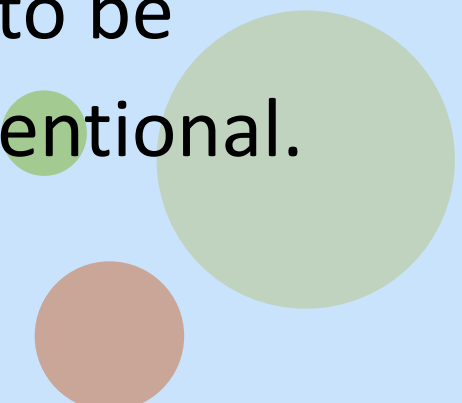
Shawn Fry & Amanda Hopper

Assistant Directors @ Boone County Public Library



Introduction

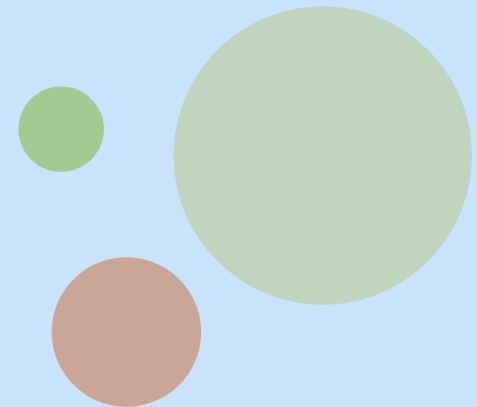
Disney's consistent business results are driven by **over managing** certain things that most companies undermanage or ignore - and that is a key source of what differentiates us. We have learned to be *intentional*, where others are unintentional.





What is Engagement?

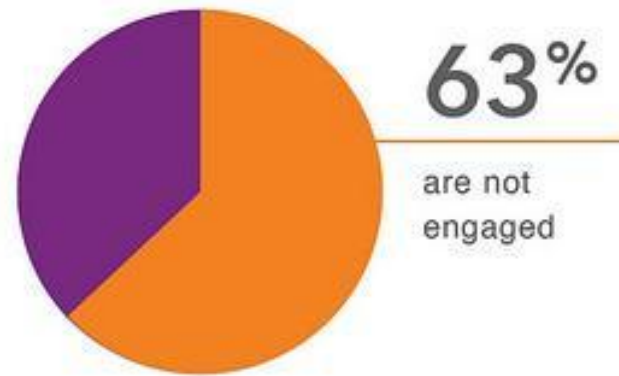
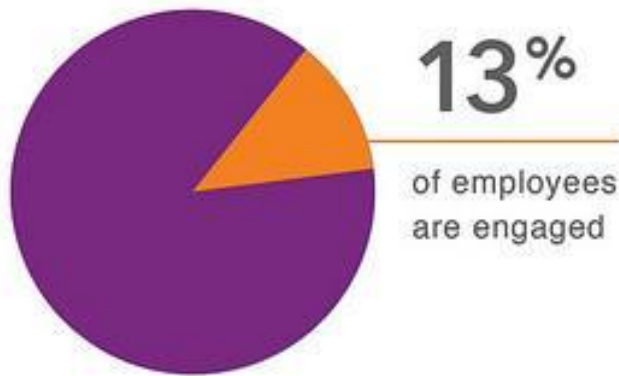
- Commitment to someone or something in the organization
- How effectively staff work at an organization
- How long staff stay at an organization
 - How motivated are they?



The Numbers...

Employee Engagement is at an All-Time Low

According to a recent Gallup survey:



STATE OF THE GLOBAL WORKPLACE 2013 GALLUP

ALTIMETER®

Worldwide, **63%** of employees are “not engaged.”

Engagement and Culture

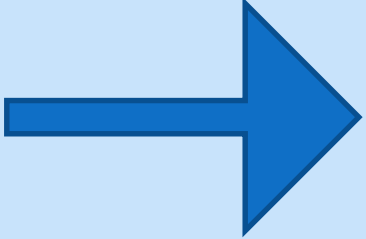
An organization's culture is complex, but not hard to describe. It's explained as... “the way we do things around here...”





Culture

How
People
Behave



- What are the desired behaviors?
- Behaviors reflect how you want your employees to act
- When you combine all the good behaviors, then you have created your desired culture

Culture

The way we do things around here

Why Culture matters:

- Attracts talent
- Employee engagement
- Happiness
- Organizational Performance

What affects culture:

- Leadership/Management
- People
- Work environment

Our process:

- What do you feel your library values?
- What is unique about your job?
- What is desired behavior?

Attempt to answer:

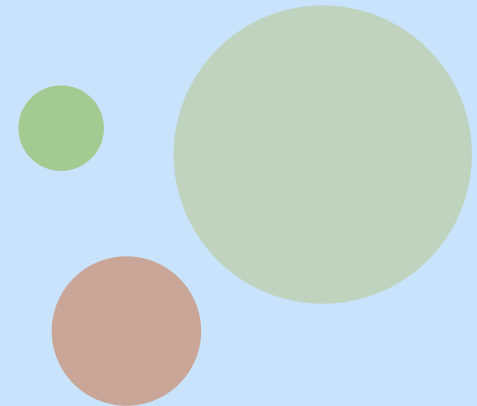
- Who we are... where we are going
- All the good behaviors you want, you have created desired culture.

Reflection



**Your organization has
a well defined culture.**

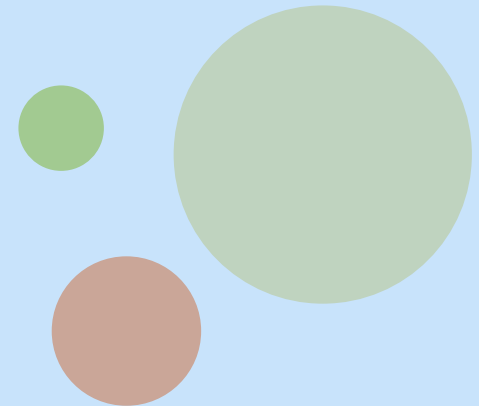
True or False





Your Best Employee

- Think about your **BEST** employee
(no need to say it aloud)
- What are the top **THREE** characteristics that make him/her the best?





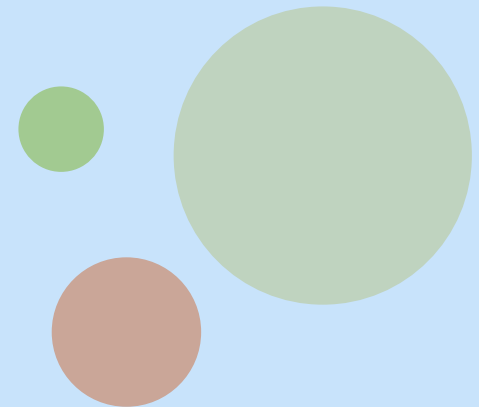
MOTIVATION

It's not that I'm lazy, it's that I just don't care.



Elements of Library Culture

- Heritage and Tradition
- Shared Values
- Language and Symbols
- Traits and Behaviors



Selection

Sometimes the right path
is not the easiest one.

- Grandmother Willow, Pocahontas

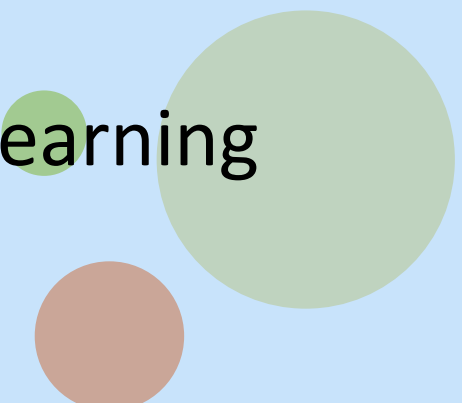


Select intentionally:

- Take the time to search for the desired behaviors
- Don't just look for skills
- Test for cultural match/mismatch



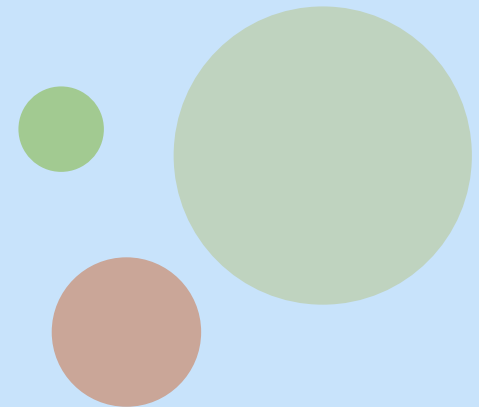
TRAINING

- Reinforce the culture of the library, in addition to skills
 - Impart the “traditions” of the organization
 - Past
 - Present
 - Mission
 - Vision
 - Facilities should be conducive to learning
 - Constantly update materials
- 



COMMUNICATION

“Be as intentional about employee communication as you are about customer communication.”



INTENTIONAL COMMUNICATION

- Use empathy
- Watch your responses
- Focus on the conversation
- Listen intentionally

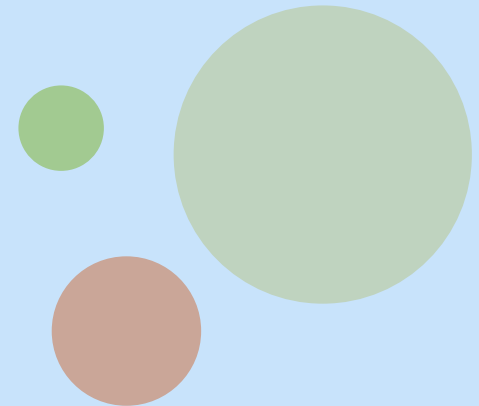




CARE

Exhibiting care for staff will...

- Encourage staff to exhibit the same care for customers
- Drive commitment to the organization

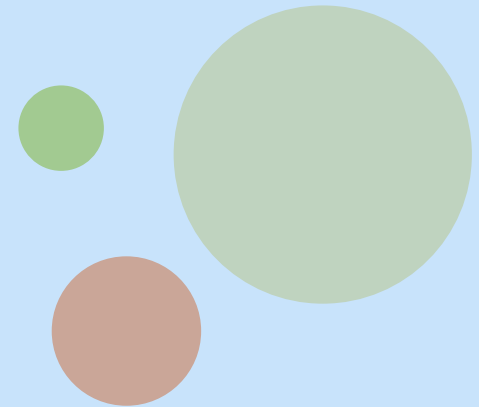




Overcoming obstacles to support your culture

“We are trying to raise a family.”

David Griffin, General Manager, Cleveland Cavaliers





Questions?

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Information for this presentation was obtained from Disney Institute: Employee Engagement

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