

LEADERS & PROFESSIONALS

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INTEGRITY IN ACTION

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Do Your Employees Feel Engaged?

Author and Founder of Relationship Economics, David Nour, introduces you to a group of basket-weaving villagers to illustrate the different perspectives employees often have.

Do your employees have a sense of the bigger picture?

There is a Persian story that goes something like this: A group of villagers is weaving a basket together. A wise man walks by and asks them what they are doing. The first says, "I am pushing one straw against another." The second says, "I am making a basket." The third answers, "I'm helping someone carry food to feed his family."

Do they see a Purpose

Though they were all three were working on the same project, they each saw their jobs very differently. How do your employees see their jobs? Is it as the same mundane pushing of one woven strip against another, or do they see a little bigger than that — which is the basket itself — or do they see a purpose for why they are doing what they are doing?

The difference is that the last villager was engaged. And similar to our notion of Corporate

When employees feel engaged, they are captivated and mesmerised.

Relationship Deficit Disorder, for some reason, when we walk into our corporate offices, we leave behind many of the notions about personal relationships that we hold dear while we're at home. Most people are more engaged in the Super Bowl than they are with their company's results.

Engagement is Possible

A very real sense of engagement is possible. We've seen several clients that have a very natural, sustainable, and incredibly magnetic manner in which they draw incredible talent.

When employees feel engaged, they are captivated and mesmerised. They feel a strong sense of connection to, not just what they are doing, but the purpose in which they are doing it.

There are four common traits/ingredients that enhance a leader's ability to truly engage his or her team:

Making a Difference

People want to genuinely believe that they are playing an important role. Some 10 years after the very early Internet success stories of the late 1990s, many people still talk about 'back then' when some administrative assistants were transformed into multi-millionaires. People want a sense of belonging, connecting, and ultimately being attached to real results.

The Journey is as Critical as the Destination

The journey must be meaningful. It has to matter. It is an innate trait for people to aspire to do more and be more. The journey, through its ups and downs, drives us to take risks and find ways around barriers. Even if we crawl across that finish line, the journey is what many will ultimately remember.

Sense of Belonging

I can't go on that journey if I don't feel like I belong. I can't engage unless I am accepted by others and feel like I am part of something. That common desire (or common enemy), by definition, bonds us.

Being Part of Something Big

Last, but certainly not least, is the importance of being part of something

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, The Nour Group Inc. is solving Fortune 500 client challenges with intracompany, as well as externally focused, Strategic Relationship Planning™.

David is an author, a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for Relationship Economics® - the art and science of relationships.

In addition to serving on key community boards, David is also an active member of several professional organisations, including the Association for Corporate Growth (ACG), American Management Association (AMA), and the Society of International Business Fellows (SIBF).

David earned an Executive MBA from the Goizueta Business School at Emory University and a BA degree in Management from Georgia State University and has been featured in a variety of publications, including The Wall Street Journal, The New York Times, The Atlanta Journal and Constitution, The Atlanta Business Chronicle, Success and Pink Magazines.

big. Big matters — big successes, big endeavours, and overcoming big obstacles. 'Normandy,' 'Allied Forces,' and 'Shock and Awe,' give you the sense that you are as big as the effort. 'Big' carries a sense of substance, pride, importance, and that which many desperately seek — direction. There is a Grand Canyon-sized difference between telling people and truly engaging them in their work. Those who want to be there will seldom have to be convinced that it is not just a basket, but a family's livelihood. 🍷



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