



INSPIRE CHANGE

3 Tips to Inspire Change



- ✓ Be the Chief Engagement Officer
- ✓ Offer Perspective
- ✓ Inspire Purpose & Connect Your People

root

WHAT IT MEANS TO BE THE CHIEF ENGAGEMENT OFFICER: A TOOL FOR MANAGERS



TIP #1: Be the Chief Engagement Officer

1. What is something you absolutely love to do? It could be work-related or personal (ex. photography, having dinner with a friend, yoga, organizing your emails, etc.).

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2. What does it feel like when you're doing it? Be very specific.

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3. Now, imagine the possibilities. What if your team came to work every day feeling that way? What could you accomplish?

A CHIEF ENGAGEMENT OFFICER EVOKES THESE FEELINGS IN THE TEAM...



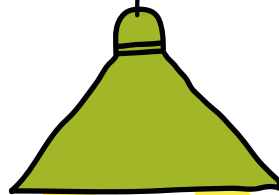
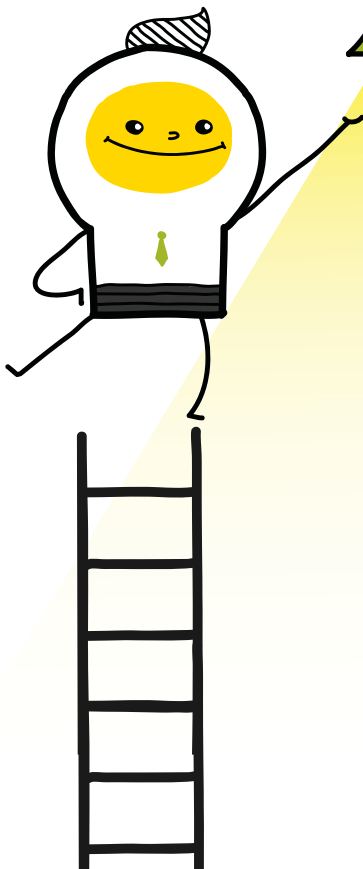
Feel you are part of something bigger than yourself



Feel a sense of belonging



Know how to make a difference



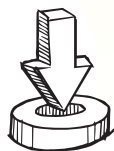
DO THIS BY...



Offering Perspective on the Big Picture



Inspiring Purpose with a Team Story



Connecting People to the Purpose

HOW TO OFFER PERSPECTIVE: A CHECKLIST FOR MANAGERS



TIP #2: Offer Perspective



Each team member may have a different level of understanding of the big picture of your business. Take the time to meet them where they are and help them zoom out appropriately.



It's difficult to remember what it's like not to know. Challenge yourself to offer perspective to team members every time you give them a new project or assignment or talk to them about the business.



Offering perspective is not a “one and done” task. It's an ongoing responsibility for you as a manager to help your people continue to understand the big picture as it changes and evolves for your business.



When team members see the big picture and how they contribute to it, you are helping their engagement come to life. They will see that they are part of something bigger than themselves, feel a sense of belonging, and see how their work makes a significant difference.

HOW TO INSPIRE PURPOSE WITH A TEAM STORY: A GUIDE FOR MANAGERS

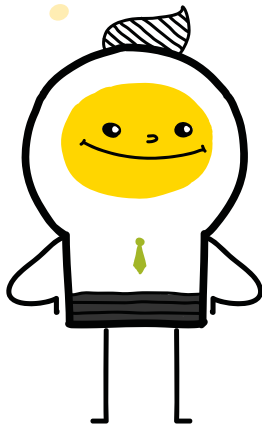


TIP #3: Inspire Purpose and Connect Your People

- 1. Keep it simple.** Use simple, emotive words – not dry business-speak that isn't likely to stick or inspire purpose. Don't get caught in this trap!

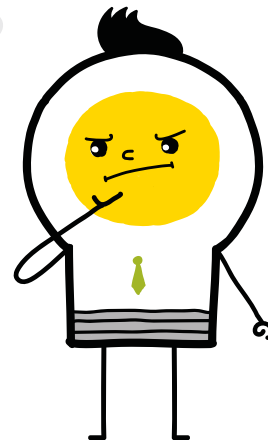
THIS

Our creative spirit is the heartbeat of the business. The insights we share won't simply shape the products people want... they will change people's lives.



NOT THAT

Marketing Services provides creative, innovative, and data-driven insights for the business to achieve global scale, maximize product depth, and achieve market relevance and profitability.



- 2. Be compelling.** Make every point you say matter. Choose your words thoughtfully and carefully. Ask yourself, does this inspire me to act?
- 3. Test it with your team.** Tell the story and see if it sticks. You'll see it in their eyes when you get it right. Don't be afraid to iterate and involve your team to fine-tune it. They will feel stronger ownership for it if they help create it.

HOW TO CONNECT PEOPLE TO YOUR PURPOSE: A QUICK TOOL FOR MANAGERS

Once you have a compelling team story that inspires a sense of purpose for the team, now it's time to consider each individual team member. Individuals crave connection and managers must help them have a clear understanding of why the work they do every day matters.

Team Member:

How does this person's work contribute to the overall success of the business?

What will I do to make sure this person knows it?

Think about each person on your team and use this quick tool to connect each individual person to the purpose.

How does each person contribute to the overall success of the business?

What am I going to do to make sure each person knows it?

Root Inc.
5470 Main Street
Sylvania, OH 43560
+1 800 852 1315
info@rootinc.com
rootinc.com

About Root
Root is a strategy execution company that helps organizations engage people as a catalyst for change using a proven framework that consistently achieves clarity, ownership, and results.

The logo for Root Inc. is the word "root" written in a lowercase, cursive, green font. A registered trademark symbol (®) is located at the bottom right of the word.