DISCUSSION GUIDE: EMPLOYEE ENGAGEMENT CORE COMPETENCY

> **Overview:** Building a customer-centric culture involves mastering four customer experience (CX) core competencies: *Purposeful Leadership*, *Compelling Brand Values*, *Employee Engagement*, and *Customer Connectedness*. Use this tool to spark a discussion with a group of people around what the *Employee Engagement* competency is and what it looks like in action. Prior to the discussion, the group will watch a two-minute video.

ONLINE RESOURCE:
> **Temkin Group video: "CX Competency: Employee Engagement"**

DIRECTIONS FOR USING THIS TOOL

1) SET UP THE DISCUSSION
Introduce the video by letting the audience know that *Employee Engagement* is one of the essential core competencies of customer-centric organizations. Share that the goal for this competency is to align employees with the goals of the organization.

2) WATCH THE VIDEO
Have the group watch the two-minute video.

3) LEAD THE DISCUSSION
After showing the video, go around the group and ask people to respond briefly to this question:

- *One of Temkin Group's 6 Laws of Customer Experience is "Unengaged employees don't create engaged customers." What stands out for you when you think about the connection between employee engagement and customer experience talked about in the video?*

Now shift the discussion to the Five I's of *Employee Engagement*: *inform, inspire, instruct, involve,* and *incent*. Seek feedback from the group and capture answers on a flipchart or whiteboard:

- *Which of the Five I's of Employee Engagement are we effectively using to both align employees to the goals of the organization and raise their commitment to delivering great CX?*
- *Where do we need to improve? Are there things we need to stop doing that send confusing messages to employees about which goals are most important to the company?*

4) CLOSE THE DISCUSSION
After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.