

Best Business Strategies for Today's Economy



February 2011



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Upcoming Event

Leading with the Brain in Mind

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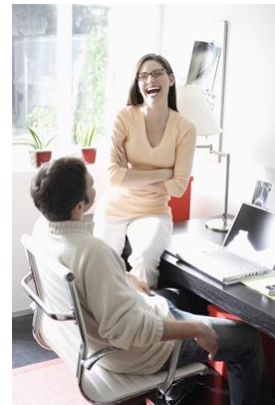
Through Eagles Eyes and Paragon People Solutions enhance the success of your organization through your people!

What the World's Best Organizations do Differently

In this follow-up article to **The 12 Elements of Engagement**, we now want to look at exactly what world-class organizations do to drive employee engagement numbers.

Strategy

Top organizations develop a strategy, a formula for success by facing squarely and objectively their business challenges and by finding the employees best equipped to solve them. They make sure these employees have the tools and materials to work effectively, give them great feedback and reward them monetarily and emotionally to maximize their level of engagement. For these organizations, an employee engagement strategy is a centerpiece of their success.



Accountability and Performance

These organizations focus on their goals and their outcomes. It has been said that "What gets measured gets done." Great organizations rigorously measure success at every level and every department. These measurements are shared with everyone and ultimately help each person, team, department and business unit to focus on high levels of performance and results.

Communication

Within the very best organizations, clear channels of communication exist. There is a strong cultural alignment between employees and the company paired with a strategic alignment between activities



and company objectives. At every level these organizations use their corporate communication network to reinforce their commitment to employees and customers.

Development

We have written before that a real leadership shortage is appearing in this country. Large numbers of experienced employees are retiring early, many because of health problems or obsolete skills. As competition for talent intensifies, organizations face continual pressure to grow and build their leadership excellence. Top organizations are developing comprehensive leader and manager programs. These programs are "performance-driven" and incorporate strong succession planning throughout the company. They not only identify their potential leaders, but also extensively structure development paths for their current and future managers and leaders. This is coupled with formal and enduring mentorship programs within the organization to maximize the level of resources available to these developing leaders.

Finally, the very best companies work hard to effectively train for and manage the moments when employees interact with customers. They bring employee and customer engagement into a complete management platform. They are discovering this not only improves employee engagement, but creates highly loyal customers at the same time.

These top organizations are reaping huge rewards. It begs the question, "Why don't most or all companies work harder to create similar goals?" A simple answer is that it takes hard work, loads of creativity and years of unwavering commitment.

In the end, these practices build not only exceptional results for the organization, but exceptional life experiences for their employees. It is worth considering, don't you think?

Call us for a conversation on how you can have the same dynamic impact on your organization.

Tom Searcy
Diane Winn, PCC
Through Eagles Eyes, Inc.

Kerry Garman, SPHR
Paragon People Solutions



Upcoming Event

Executive Women's Forum Leading with the Brain In Mind

Wednesday, March 2
Barnes & Thornburg LLP
8:00 am - 10:00 am

The study of the human brain is beginning to deliver some proven insights that have application to the world of business. Developing relationships, leading change initiatives, and achieving goals with and through others, as well as managing yourself to maximize performance can all be influenced, and improved, with some core understanding about the brain. Join us for this interesting presentation and learn the core principles of neuroscience that can make a difference in your leadership, and your life.

The Northern Indiana Executive Women's Forum's mission is to provide executive women with a forum to discuss professional issues and share solutions.

Facilitators:

Debra Raybold, B.A., ACC

Cost:

Breakfast Included
\$15 Leadership Alumni
Association members
\$35 non-members

Lunch or Workshop Only
\$50 - Checks payable to *Through Eagles Eyes*

RSVP to sbrsvp@btlaw.com or call (574) 237-1228.

Thank you!

***We would like to thank the Michiana chapter
of the Society of Human Resource
Management for honoring Through Eagles
Eyes with the
2010 Business of the Year award!***