



# THE REMOVAL OF ENGAGEMENT BARRIERS

How can a disengagement diagnosis  
lead to forward motion?



# BARRIER REMOVAL MATTERS.

2%

ARE DEEPLY ENGAGED

27%

are engaged

26%

are actively disengaged

45%

are not engaged

Big visions need **deeply engaged people**. The trouble is most organizations are filled with people who aren't. To make matters worse, when it comes to executing on vision, organizations typically have one major blind spot: their people. Research has proven again and again that people are at the core of the most significant business challenges today. And not just any people, but disengaged individuals in and around an organization who are all moving in different directions.

At **Vision Wheel**, we believe the key is recognizing and removing the barriers that are stopping people moving forward together – because there's always something in the way of forward motion. Being able to identify barriers and then removing them with skill is critical when increasing engagement.

# SEE THE GAP.

Engagement is measured by the level to which a person is willing to give of their discretionary resources – in order to bring organizational vision to life. Its antithesis, disengagement, can manifest in a few ways. We find disengaged people in **three main factions**, with three different general root challenges. Either they:

## **DON'T KNOW**

These people don't see the vision, don't understand your goals and they likely don't understand their role in getting where you want to go. They might be involved or even enthusiastic, but they aren't moving in the direction you need them to.

## **DON'T CARE**

These people show up and kill time, doing the bare minimum day in and day out. But make no mistake, at their core, they're looking to do meaningful, purposeful work. They need someone to break through their skepticism.

## **DON'T FEEL THE LOVE**

These people can be hard to spot because they might even be high-performers that deliver every day. They might "know" and they might "care" but their loyalty is weak. They're at high risk to jump ship and never look back.

There are plenty of **complex** reasons why people are not engaged, and that disengagement needs a **diagnosis**. Symptoms of disconnection and withdrawal in the workplace run rampant, so the temptation for cheap and quick band aid solutions is real. For a lasting cure, we need to get at the unique sources of disengagement – where similar symptoms can mean very different roots.

When we change the way we look at things, the things we look at change.

– Wayne Dyer



## HOW DO WE REMOVE ENGAGEMENT BARRIERS?

# 70%

of strategic failures are due to poor execution of leadership – not a lack of smarts or vision.

If big visions need deeply engaged people, then what's it going to take? Removing engagement barriers starts with **setting the right course**, depending on the unique needs of each organization. Cookie cutters, as such, are a failure of the imagination. They cannot truly get to the heart of the issue or be the prescription that's needed when symptoms present differently from one organization to the next. Like people, organizations are all different and complex.

The approach needs to be guided by a totally different way of thinking, seeing things from your people's point of view. This perspective should help you **know** them, **focus** them, **arm** them, **spur** them, and **love** them.

The rule that 'doctors should never treat their own family' is one we stand by. To really get to the heart of the problem and strategize the right execution, **fresh eyes** make all the difference.

# SET THE COURSE.

## KNOW THEM

Things look completely different from the front-line than from the C-suite. Accuracy in the understanding of your peoples' viewpoints is vital.

- What drives your people?
- What's hindering their vision?
- What does your data show?

## FOCUS THEM

Focused people are a force to be reckoned with, and with a little help, and laser-like direction, they'll become your organization's strongest ambassadors.

- Is the big picture clear?
- What's distracting your people?
- How complex is your message?

## ARM THEM

When people are equipped with the right tools, they can accomplish almost anything. An enabled, armed group of people will achieve exponentially more.

- Are the right tools in place?
- What training is still lacking?
- Are goals made attainable?

## SPUR THEM

When motivating people, minds and hearts must fully engage. Keeping energy and intensity from nose-diving requires a solid plan.

- How passionate are your people?
- Could hearts beat faster?
- How are teams galvanizing?

## LOVE THEM

Authenticity and compassion are not just buzzwords, they are core to leading movements. Great leaders put their people first – in a genuine-from-the-heart way.

- Do they know you care?
- Are you kind, just because?
- How do you react when the going gets tough?



The challenge is not steering alone.  
The challenge is steering a movement  
in the midst of the whirlwind.

– Chris McChesney



## STEER THE MOVEMENT.

Big visions need deeply engaged people who are led by other deeply engaged people. Steering, maintaining and adjusting course along the way is key to keeping people all moving in the same direction. Live by these **disciplines** as you steer any internal progress:

- CREATE** A movement of people needs to **start somewhere**.
- COMMIT** A movement of people needs **leadership resolve**.
- CLARIFY** A movement of people needs clear **articulation of vision**.
- COLLECT** A movement of people needs to be **measured**.
- CONTINUE** A movement of people needs **frequent reinvigoration**.



We do not rise to the level of our goals.  
We fall to the level of our systems.

– James Clear

# WHY DO ENGAGEMENT BARRIERS NEED TO GO?

Big visions need **deeply engaged** people because they are:

## More **INGENIOUS**

Ingenuity is a by-product of being deeply engaged because it challenges people to go well beyond their traditional roles.

## More **INDUSTRIOUS**

They embody dedication and diligence. The uptick in productivity tells it all.

## More **INFLUENTIAL**

They have contagious enthusiasm. A true sense of conviction that breaks through skepticism.

## More **INVESTED**

They'll be willing to put aside their own agenda for the advancement of the organization's vision.

## More **INVOLVED**

They seek out opportunities to collaborate with others and design new ways of problem solving.

## More **INTERESTING**

Because they see things from a totally different perspective than others, they're secure in building genuine and lasting relationships.

## DEEPLY ENGAGED PEOPLE ARE:

# 3x

more likely to do something good for the organization that is not expected of them

# 19%

more likely to volunteer their time to the organization

# 2.5x

driving a greater contribution to organization revenue

At [Vision Wheel](#), we've discovered there's nothing like a tailor-made approach to treat disengagement and spark forward motion. We're proud of the results we've had and the delighted clients we've been able to serve.

As we remove engagement barriers across the financial, telecom, government, education, consulting, and philanthropic sectors, we see visions come to life, getting alongside organizations from start to finish. They know how to keep on steering in the right direction.

How could the **right diagnosis** help remove engagement barriers in your organization?

**START YOUR JOURNEY OF DISCOVERY TODAY.**





# VISIONWHEEL

Vision Wheel is an internal communications agency specialized in one-of-a-kind employee experiences, result-defining employee education and long-lasting employee engagement.

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