

- ENGAGE YOUR TEAM TO 10X RESULTS -

ENGAGEMENT TOOLS

To achieve purposeful action, you need your team to be fully engaged.

Meetings are the perfect opportunity to engage. They are scheduled daily which means that you have a high frequency to engage your team and it continually positions you as the leader.

To achieve engagement, you need the right focus, the right energy and the right level of commitment from everyone on your team.

Use these tools in all of your meetings to ensure a high level of engagement. Whether it's a daily stand up, weekly one to one, formal review or even an off the cuff unplanned discussion, these tools apply in all situations.

Before you begin to apply these tools, remember that leadership starts with you. Plan and prepare every meeting before you run it and practice obsessively. Running effective meetings and leading people is a skill that needs to be first learned, then practiced in order to become effective at it.

Much like the Conversion Consult, running meetings will be a core focus of yours in your journey from clinician to CEO.

1. The Script

Every meeting has a process to follow. Think of your meeting structure like a clinical reasoning framework.

Turn your meeting process into a script using a series of bullets and follow it in order.

By leading your team in an organised process, you create engagement naturally.

2. Focus Interrupt

To get engagement you need to focus interrupt:

If the person in question is focusing on something that is not in alignment with what you have previously agreed or not the focus that you want, then you need to interrupt the focus before your team is taken off track.

➤ ACTION: Call out your team member as you go and re-align their focus.

"Name, I don't believe that is what we discussed as your focus for today. Your focus should be on A,B,C because of X,Y, Z okay?"

Realign their focus as you go to ensure everyone is working on and towards what you have decided.

3. Focus re-enforcement.

Focus re-enforcement is a tool to use to encourage the right focus.

It can be used in 2 situations.

Firstly, to follow up from the Focus Interrupt pattern above to reward the new focus and ensure “connection” with your team member.

And secondly, to encourage a team member and demonstrate that you support their focus when they are on track.

ACTION

Situation 1: Great, you’re back on track now, I love your focus for today/week etc. Can you see how that is going to help you/us to achieve (goal)?

This is powerful because it shows that as a leader, when someone goes off track or gets distracted by a new focus (we all do it), that you will help to realign them and then support them in the correct direction. This is an example of leadership being done “with” your team not “to” your team (which isn’t true leadership).

Situation 2: Great, love your focus for today/week etc. This is going to help you/us to achieve (goal)!

This often goes unsaid, but when it is said it is powerful because it is a clear demonstration that you approve of your team members focus. Your team will enjoy the feeling of being supported in their focus and direction. It’s important to note that discipline is hard. In fact, it can feel like “punishment” without “reward”. In this case, the reward is your encouragement and approval and overall it creates more connection to you, your company and your cultural values.

4. Energy interrupt.

The right focus executed without the right level of energy is going to result in half built bridges.

No doubt you’ve heard the saying: “it’s not just about what you do, but how you do it”

Everyone’s energy needs to be right in order to achieve the outcomes that you want. The right energy level creates “intention” around the action. The impact is that “how” it’s done is dramatically different with the right focus and energy.

It’s your duty to always be at 10/10 energy and intentionality around your team, and especially in a meeting environment. Your team will mirror your energy, body language, behaviour and even habits so ensure you create the right level of energy and intention around you.

➤ ACTION

Situation 1: You don't feel that a person's energy is at the level that you want them to be in your meeting.

"Hey name, you sound like you're at an 8/10 energy right now. Let's get it to a 10. Let's say that again".

Once they lift in energy, reward them by being encouraging.

You can then set the standard for everyone after you have called that person out.

"Guys, I expect a 10/10 energy from everyone. To get results and feel awesome we need the right level of focus and intention. So for the rest of this meeting, bring MASSIVE energy"

Situation 2: You feel that the energy of the previous day was low for an individual or for the team overall. (when an individual's energy is down it will spread amongst the team.)

Before you start your daily stand up:

"Guys I feel that yesterday we were at an energy level of X. Personally I felt like I was at Y, but because the overall team energy was at X, I felt it pull me to a Y. That's the power that we have as a tight team, our behaviour, energy and commitment really impacts each other both negatively and positively. So today I want our energy to be at Z. To lead the way, the way that I'm going to bring more energy is by doing A,B,C. So before we get started for today's stand up, let's go around and share how we are all going to create more energy today. Let's start with (name)".

5. Align

It's important that you leave no "loose ends" at the conclusion of any meeting.

Silence or negative body language is a final tool that a slacker or downer will potentially use against you in any meeting type. Most typically those personalities will feel most comfortable using those tools against you in a group setting. In private they feel more comfortable making excuses or using manipulative behaviour against you.

At the conclusion of the meeting before you commence your day, ensure everyone is aligned.

➤ ACTION

Firstly, ask for commitment from the group and engage response.

Secondly, interrupt any attempts to challenge your leadership from anyone that is off track or creating low or negative energy.

(it's important to call this out immediately so that you can re-align or start the process to relocate them without it affecting you and certainly before it creates a negative movement within your team. It can be like a virus, misery likes company.)

Thirdly, call a one to one with the person who is pushing back if required.