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Three Questions Your CEO Should be Able to Answer if Your Employees are Highly Engaged

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For the last few days our staff has been reviewing BlessingWhite's 2011 Employee Engagement Report. At 80 pages, it contains a wealth of data and actionable next steps for individuals, managers, and especially executives.

Today I'd like to focus on their research for the latter group. A key finding of their latest survey, the global workplace consultancy says, is that while workers are more likely to trust their immediate manager than their firm's executives, trust in C-suite folks can have *more than twice* the impact on engagement levels than trust in immediate manager does.

So it behooves leaders to earn managers' and lower-level workers' trust – and then use that to create a workplace culture that supports high performance. But there's a gap here; according to BlessingWhite this item "received the least favorable response in the entire survey." Needless to say, when it comes to specific recommendations for executives, they center on more communication as a means for building trust in the workplace, and on holding themselves and others accountable for creating a high-engagement (and thus, high-performance) culture.

Winning Workplaces' own employee engagement research syncs up with what BlessingWhite, and other leading workplace researchers, have [Buy Accutane](#) found. All of this has led to the current iteration of our Top Small Company workplaces award application, which, as it just so happens, contains three questions that your CEO *should* be able to answer if your firm has highly engaged employees.

These questions are:

Does your organization have a strategic plan?

At 43% through the 2011 award application period, currently 80% of applicants have one.

Does your strategic plan include a strategy for improving the performance of the organization through its people?

80% of those that said Yes to the question above have taken this next step.

Can you share 1-2 examples of how your investment in people has improved the performance and results of the organization?

This is a qualitative question; answers to it vary widely.

These questions help measure what some company leaders have considered as more art than science: how to connect people at all levels to the organizational strategy, and weighing investing in your workplace against bottom-line growth.

Get a greater perspective on your workplace culture and identify areas for improvement – learn more about our 2011 Top Small Company Workplaces award application.

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