



Closing the Engagement Gap: How Great Companies Unlock Employee Potential for Superior Results

Julie Gebauer and Don Lowman

1. A statement in the Preface is “At engagement’s core is the notion that *most employees want to make a difference.*” In a cursory scan of your organization, do you agree or disagree that most of your employees want to make a difference? How so?
2. Author Julie Gebauer offers that **engagement** is what “...drives people to excel; the deep and broad connection that employees have with their organizations.” Within your organization, what would you say “drives people to excel?” And does a “deep and broad connection” exist between your organization and its employees? Explain your thoughts.
3. Research quoted by Julie shows that only 1/5 or 20% of the global workforce is fully engaged. If you were to throw out a percentage of how much your organization’s workforce is fully engaged, what would that number be? How did you arrive at that?
4. “**Full engagement** exists when every employee works at the top of their game, going the extra mile without thinking twice.” Can you give an example or two that proves there is at least an element of full engagement within your organization?
5. Provide an example or two of how you view your organization’s leadership contributing—positively or negatively—to employee engagement.
6. Julie shared some of her **10 Golden Rules of Engagement**:
 - How many people routinely go the extra mile?
 - Are they learning new skills and growing their career?
 - How inspired are your colleagues when it comes to helping your organization meet its goals?
 - How well do employees understand the role they play in the company’s success?
 - Do people feel adequately appreciated and rewarded for their efforts?
 - Do employees truly believe your organization and its leaders have a sincere interest in their well-being?From where you sit, how would you rate these Golden Rules within your organization?
7. What is the most significant idea you gained from this book or the interview with Julie?

To listen to the Bookends interview, go to: <http://www.bookendsbookclub.net>

