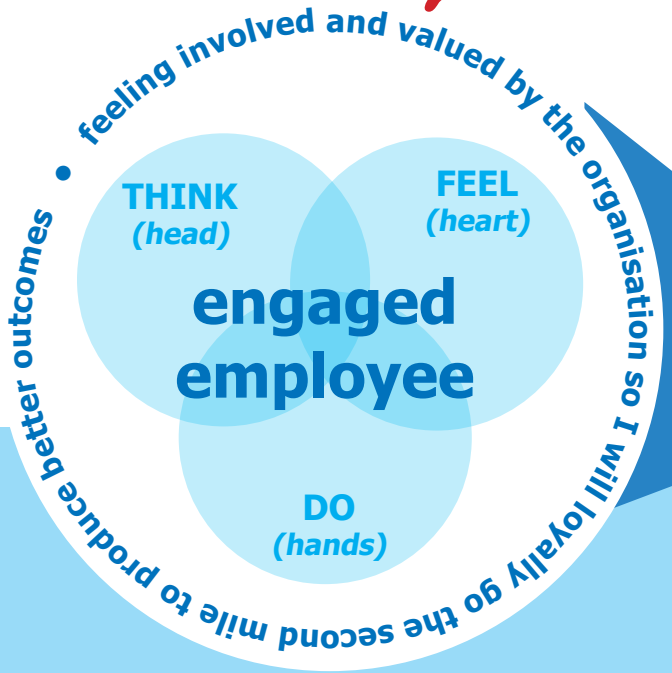
engagement *by engagement*

engaging employees

- provide credible, effective leadership
- involvement in decision making
- a sense of meaning and a fit between personal and organisational values
- feedback is encouraged and valued
- a trusting, collaborative, team spirit
- the ability to make choices and control the future
- adequate recognition and reward for engagement

engagement by engagement



engagement by engagement

satisfied stakeholders

involved community

wealthier shareholders

loyal customers

1. the ***process of internal engagement***

2. creates a culture where the ***state of personal engagement*** is possible

3. which enables employees to more effectively ***engage in the process of satisfying external stakeholders***

internally engaging → **personally engaged** → **externally engaging**

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