



golf industry show

GCSAA Education Conference | Trade Show | GCSAA Golf Championships
San Diego Convention Center | February 6-11, 2016



PRESENTING PARTNERS



PARTICIPATING PARTNERS



EMPLOYEE ENGAGEMENT: *Jumping over the hurdles*

Dr. Lynda J. Pinnington

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EMPLOYEE ENGAGEMENT

- Level of commitment and personal buy-in
- Believe in and want to contribute to the achievement of organizational goals
- Willing to put total effort into the achievement of those goals
- Sense of ownership: what I do matters
- Feel my effort and contribution make a difference
- Enthusiasm/dedication

BENEFITS/ADVANTAGES

- Lower turnover
- Higher productivity
- Positive organizational image
- Higher quality customer service
- Better employee/management relations
- Motivated workforce

EMPLOYEE ENGAGEMENT: JUMPING OVER THE HURDLES

HURDLE # 1

- Create a working environment which fosters a feeling of ***PRIDE***

HURDLE # 2

- Create a sense of ***PURPOSE, MEANING AND VALUE*** to the work

HURDLE # 3

- Encourage honest, open two way ***COMMUNICATION***

EMPLOYEE ENGAGEMENT: JUMPING OVER THE HURDLES

HURDLE # 4

- Create a workplace characterized by ***RESPECT*** and ***RECOGNITION***

HURDLE # 5

- Ensure there are ***OPPORTUNITIES*** for individual growth and career development

EMPLOYEE ENGAGEMENT: *Jumping over the hurdles*

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