Why is this capability important?
Given employees’ and customers’ increased attraction to purpose- and values-driven organizations, leaders who can inspire others to deeply connect with the organization bring immense value. Engagement manifests in forms such as high levels of commitment, loyalty, and passion among both employees and customers. And this translates into measurable business benefits.

"...organizations today are increasingly judged on the basis of their relationships with their workers, their customers, and their communities, as well as their impact on society at large—transforming them from business enterprises into social enterprises."

THE RISE OF THE SOCIAL ENTERPRISE: 2018 DELoitTE GLOBAL HUMAN CAPITAL TRENDS

What does it mean?
Great leaders inspire their employees by empowering them to generate ideas for solving pressing problems and making process improvements—and encourage them to take the lead in putting their ideas into action. All the while, these leaders keep everyone focused on performance, motivating people to meet objectives, and recognizing and rewarding high performance. Leaders who inspire engagement also:

- Build trust in the organization with key constituencies through transparency, listening, and collaboration
- Articulate a clear sense of organizational purpose
- Beyond communicating how an individual’s work connects to the larger organizational purpose, leaders who succeed at inspiring engagement recognize that corporate success goes beyond financial performance to include contributions to social good. Increasingly, taking a proactive stance on issues important to employees, customers, and communities inspires engagement outside of the organization as well.

Paul J. Zak, "The Neuroscience of Trust," Harvard Business Review

“Consider Gallup’s meta-analysis of decades’ worth of data: It shows that high engagement ... consistently leads to positive outcomes for both individuals and organizations. The rewards include higher productivity, better-quality products, and increased profitability.”

PAUL J. ZAK, “THE NEUROSCIENCE OF TRUST,” HARVARD BUSINESS REVIEW

Leaders who inspire engagement both within and outside of the organization:
- Help employees see how their work advances the organization’s mission
- Know employees as individuals and consider their values
- Articulate the organization’s purpose and contribution to the social good

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