



A Message from Karen at Kreative Learning Solutions

Happy New Year, Karen

I'm excited to embark on 2008 with some new programs and formats to enhance and improve your business's organizational development.

I recently returned from the Vital Learning Conference in St. Louis where I participated in the certification training for the new *Leading2Engage* program.

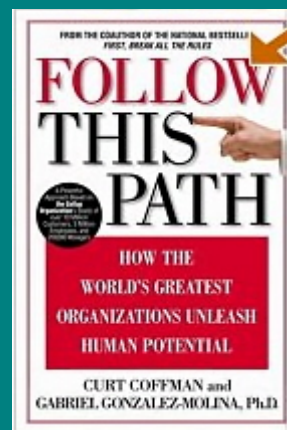


(Karen with Curt Coffman, co-developer of Leading2Engage)

Leading2Engage



Q1 2008



In the book, *Follow This Path*, co-authors Curt Coffman and Gabriel Gonzalez-Molina illustrate the pathway that leads from hiring and retaining talented employees, developing and supporting employee engagement that leads to customer engagement, positive organizational results and bottom line success. The critical component on this path to success is outstanding management. Great managers inspire employees to effectively connect to customers. Inspired and engaged customers return for future needs and spread the word about the superior service they received. The key to Coffman and Gonzalez-Molina's research is that talented, engaged employees leave managers, not organizations. The future of many organizations face includes a serious

is a high-impact program for leaders and managers. It is the beginning of a new way of working together -- strengthening the emotional commitment of employees to increase organizational results. The program is built on the culmination of more than 30 years of research efforts examining both the individual and collaborative team performance, talent retention, engagement, and organizational effectiveness in the workplace.

Curt Coffman, Chief Science Officer of MAJERS and author of *Follow This Path* and *First Break All the Rules* has researched and developed the next generation of employee engagement processes and tools. The Kreative Learning Solutions team is certified to work with you and your organization to achieve measurable results.

Call me to discuss the actions your business can take to meet bottom-line results through employee engagement.

Read on for more details of **Leading2Engage** as well as some upcoming Webinars we'll be hosting in 2008.



Leading2Engage

shortage of talented workers. This future has already arrived in many industries. Gaining and retaining talented and engaged employees is an important component of the solution.

Contact me to learn more about our **Leading2Engage** process. I can be reached at (781) 773-1233 or via e-mail at:

Karen@kreativelearningsolutions.com



New Delivery Formats an Alternative to Classroom Training

In 2007, we launched our very first Webinar and Tele-class on **Time Management**.

The format we designed includes a 45-minute to one-hour webinar that covers a topic at a high level. If the participant determines that they would like to explore the topic in more detail, they will then be able to sign up for a 2-hour on-line tele-class.

Webinar Format

The webinar is designed to build awareness and provide insight into a topic. Participation in the webinar is unlimited.

Tele-class Format

The tele-class will be limited in the number of people who participate based on the topic. This design will provide the opportunity for the participants to focus and develop specific skills and to interact with other participants and the instructor.

Employee engagement is a business necessity. Research shows that engaged employees are more productive; they retain and build your customer base, which in turn makes your organization more profitable.



Leading 2 Engage is a high-impact program for your leaders and managers. It is the beginning of a new way of working together -- strengthening the emotional commitment of employees to increase organizational results. Your managers and leaders will leave the program with action steps planned and ready to execute.

The Leading 2 Engage process, the next generation of employee engagement, is built on new research conducted by Curt Coffman over the past two years. Curt is the industry's undisputed leader in this field. His research examines both individual and collaborative team performance in the workplace. In-depth interviews were conducted with high performers spanning 26 industries and involving a national poll of more than a thousand employed people. The research identified three types of engagement with the following corresponding percentages:

Three Types of Engagement:

Engaged Employees: Productive in relationships, innovation, efficiency and impact. **Represents 31% of the workforce.**

Not Engaged: Do just enough to get by; don't feel their talents are being fully utilized, if offered options will leave the organization. **Represents 40% of the workforce.**

Actively Disengaged: Are unhappy and act it out, unproductive and create a disruptive effect.

Depending on the topic, the participants may also complete pre-work or an online assessment prior to the tele-class. A fee for participating in the tele-class will be based on the materials that are provided to the participant.

All of our webinars will be recorded and available on our website 24 hours a day, 7 days a week. If you would like to view our **Time Mastery** Webinar, click on the hour glass.



Represents 29% of the workforce.

What is the percentage of employee engagement in your organization?

Participants Leave with the Following:

A baseline of their team's **current state of engagement** in comparison to other teams in their organization and across organizations in our national database.

The ability to lead their team in **team-building sessions** to address each issue of concern and importance and get their commitment to a specific plan of action.

The ability to plan and conduct **one-to-one team member discussion** that will enhance each person's engagement and contribution to their team.

A leadership **development plan** to drive performance improvements by increasing the energy and engagement of their team.

Upcoming Webinars and Tele-classes for 2008

Our curriculum offerings for 2008 will include a series of webinars and tele-classes on a variety of topics including:



Time Mastery
Effective Listening Skills
Emotional Intelligence
Effective Communication
Retaining Winning Talent

Which topics would be of interest to you? Click [here](#) to take a quick survey to help us plan our webinar and tele-class offerings for 2008. We appreciate your input.