



***How can leadership effectively engage
and communicate with employees?***

Scenario Part 1

How can leadership effectively engage and communicate with employees?

Mark Dickman **Stephanie Gaswirth** **Ralph Haefner** **Paul Laustsen**
Jamie Macy **Joanna Thamke** **Ben Wheeler**

Coach: Peggy Gardiner

Champions: Holly Weyers, Mark Sogge

Sponsor: Stacy Curtis

Action Statement

USGS should continually and actively seek to improve upward and downward communications among its leaders, managers, and staff to increase employee engagement and awareness.

Why is communication important?

- What's in it for USGS employees?
 - Personal satisfaction
 - Feel part of larger organization
 - “In the know”
- What's in it for the agency?
 - Allows consistent messaging
 - Improves efficiency, eliminates confusion
 - Staff meet objectives/goals

What if we don't communicate effectively?



- Poor communication leads to:
 - Loss of common understanding
 - Operational issues
 - Data and science issues
 - Hearsay and rumor

Existing Resources

@theCore



Leaders Blog



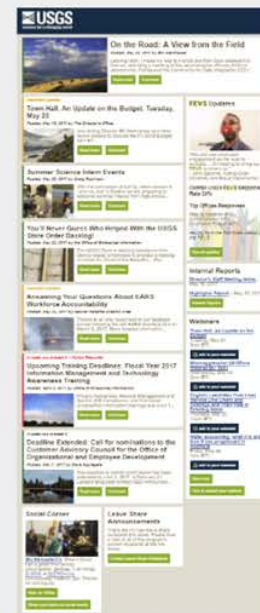
Memos and News Articles



Science Spotlights Blog



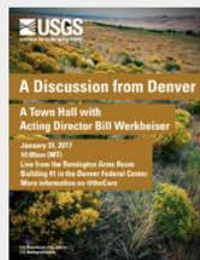
NeedToKnow (NTK)



Campaigns



Town Halls



Informal Q&As



Shoemaker Awards



Existing Upward Communication



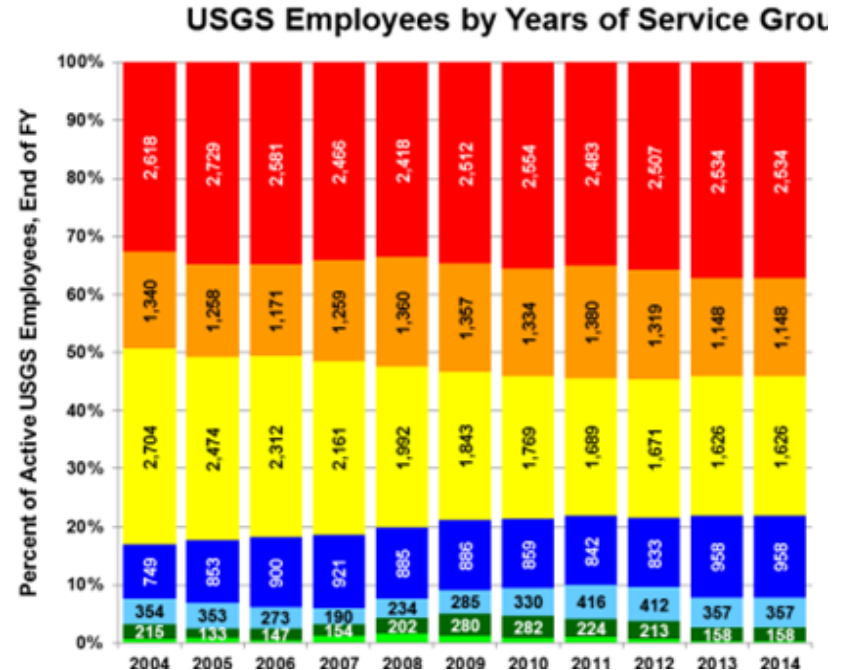
- Science:
 - Highlights
 - Science Spotlight
- Leadership blogs
- Direct email
- NTK comments
- Social Corner
- All hands

Communication challenges

- Content
 - How does this affect me? Why should I care?
 - Want to know versus need to know (desired versus required)
- Time
- Consistent messaging
- Information overload

Communication challenges

- Generational differences in preferred technology
- Some forms of communication are transient and gone tomorrow

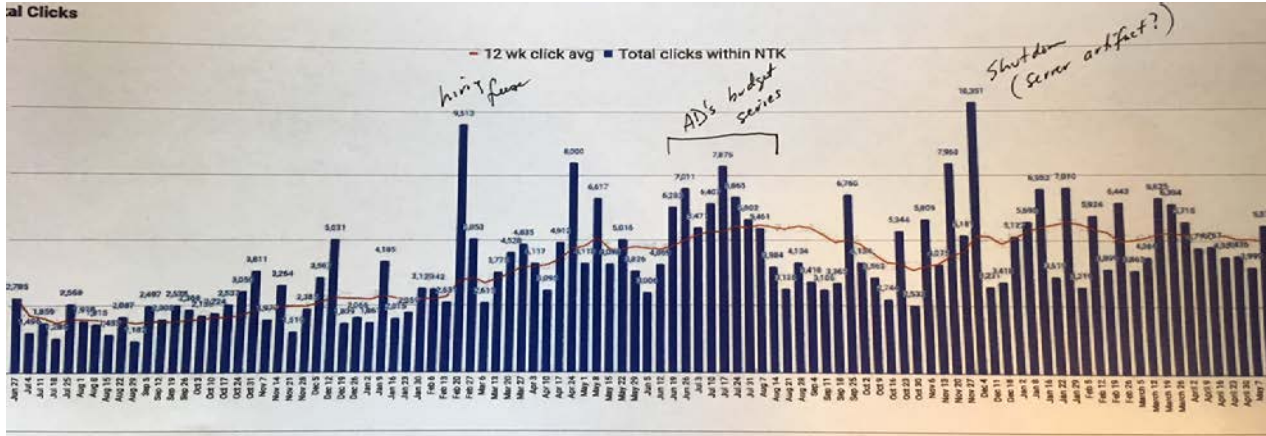


Communication challenges

- Employee personalities
 - Priorities
 - Don't believe content matters to them
 - Reluctant to read email
 - Reluctant to engage management
 - Communicating upward often results in no response or action
 - Even opportunities to be anonymous are underutilized

Communication challenges

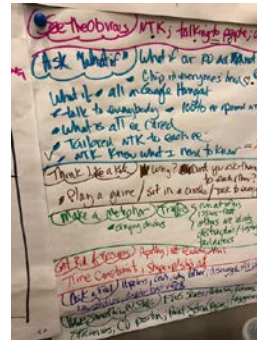
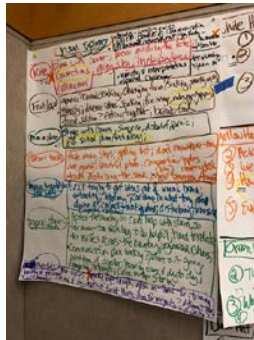
- How do we make it easy?
- How do we measure success?



NTK "clicks" from June 27, 2017 to May 14, 2018

Proposed Tools

- Periodic Re-evaluation
- “Nothing is new, reimaged”



Proposed Tools - elevate information

- Text the Director
- Virtual suggestion boxes with *responses*
- Win a trip to Reston/D.C.!
- Opportunities to present at your Center of choice
- Awards to Center with greatest FEVS participation
- Non-monetary awards for grassroots information



Proposed Tools - at all levels

- **USGS TV channel (live Kilauea feed)**
- **NTK Newsfeed (Reddit-like votes)**
- Encourage more face-to-face communications
- Facebook USGS group page
- Themed photo contests



Proposed Tools - Information cascades down

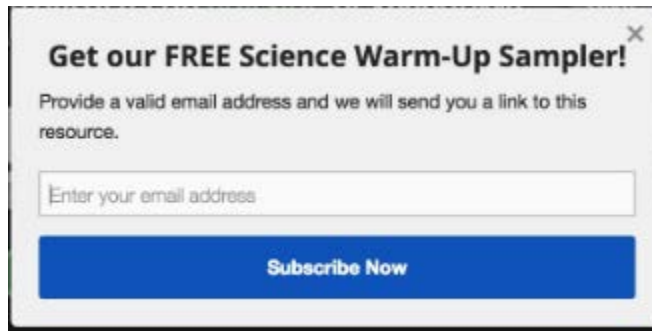
- Improvements to the NTK:
 - Catchy headlines
 - Cartoons, puzzles, jokes, April 1 special edition
 - USGS fun facts, 'did you know?'



- What if NTK knew what I needed to know?
(customize content based on user preferences)

Proposed Tools - information cascades down

- Social engineered news - personalized
- USGS App
- Breakfast with your leader
- Traveling ELT meetings to various Centers
- USGS pop-ups, organizational message system



Get our **FREE Science Warm-Up Sampler!** ×

Provide a valid email address and we will send you a link to this resource.

[Subscribe Now](#)

Additional tools

- Protocols that make communication mandatory
 - Supervisory performance elements
 - Solicit feedback during performance evaluations
 - Forced acknowledgements / DOI Learn digital signatures



...And then there's the computer chip surgically embedded in everyone's head.

**And here's the preferred
communication scenario...**

