

# The ENERGY Bulletin

A corporate news bulletin from The Energy of Conversation

[www.TheEnergyofConversation.co.uk](http://www.TheEnergyofConversation.co.uk)

SPRING 2010

Issue 7

## EMPLOYEE MOTIVATION & ENGAGEMENT

Launching a change programme tends to produce one of three reactions: resistance, resentment or buy-in. So what can be done to persuade staff of the need for compliance in new corporate policy and keep them motivated?

Organisations introducing new procedures or updating policies often make good use of their marketing and communications teams to mix up the media with engaging headers and lively messages. Persuasion through the fear factor can be appropriate when clients are the ones demanding the change.



Some companies find themselves in the middle of a regulatory and legal battleground as they try to stay on the right side of the law (i.e. Data Protection Act, Sarbanes Oxley Act, Freedom of Information Act, Copyright Laws) – and on the approved side of international standards (e.g. ISO 9001, 14001, 27001). Marketing is an essential tool in bringing about or managing change.

## THE ROOTS OF DISENGAGEMENT

Whether the next election will be decided by the best policies or the best personalities is open to debate. At a recent Q&A in West London (23-Feb-10), Nick Clegg the Lib Dem leader, faced 80 Metro readers and responded to 26 questions in 60 minutes. Clegg spoke of getting back to the roots of disengagement and crime with a recruitment drive for talented teachers and a change initiative to introduce smaller classrooms. He also poignantly derided the “constant talking down of Britain to score political points”.

Public speakers and business leaders face a huge challenge addressing audiences already victims of information overload and in need of varied and stimulating messages. It can be useful to decide on the appropriate communication style in advance of meetings or workshops to at least establish which side of the tell/ask divide you are going to be sitting on.

## 3Q

This is a new feature in the Energy Bulletin where we ask key professionals what three questions they would like an answer to. This issue features Ron Tyler, Managing Director of Marketing Integrity Limited.

- 1) How can a Consultant protect his I.P. whilst justifying his suitability?
- 2) Why is marketing the first budget to be cut?
- 3) Do Business Network Clubs **really** work?

Visit [www.marketingintegrity.co.uk](http://www.marketingintegrity.co.uk) for further information.



## COACHING MODELS – Tell Sell Consult Join

**TELL** – This has to happen, it's non-negotiable (i.e. Legal, Regulatory, Crisis, Emergency etc)

**SELL** – This should happen, I'd like you on board, hope we can persuade you that this is the best path to take. We will certainly listen to your comments and questions and respond to them the best way we can.

**CONSULT** – Something needs to happen. I'd really like your thoughts, ideas and help in making this decision as I appreciate your own experience and knowledge in this area.

**JOIN** – Something needs to happen. I'd really like you to manage this as a team and take it forward. If I can help at all let me know and I'll do all I can.

With this model, Leaders can explore their communication style and adapt it to suit the situation and the audience.

## BOOK WATCH

**Lateral Thinking For Management** Edward de Bono  
**Words That Change Minds** Shelle Rose Charvet  
**Inside Organisations** Charles Handy

