



Chapter Leadership Institute  
2012



Do you want more Members? Do you want More Engaged Members?



**29 % of workers are engaged in their jobs**

**54 % are not engaged**

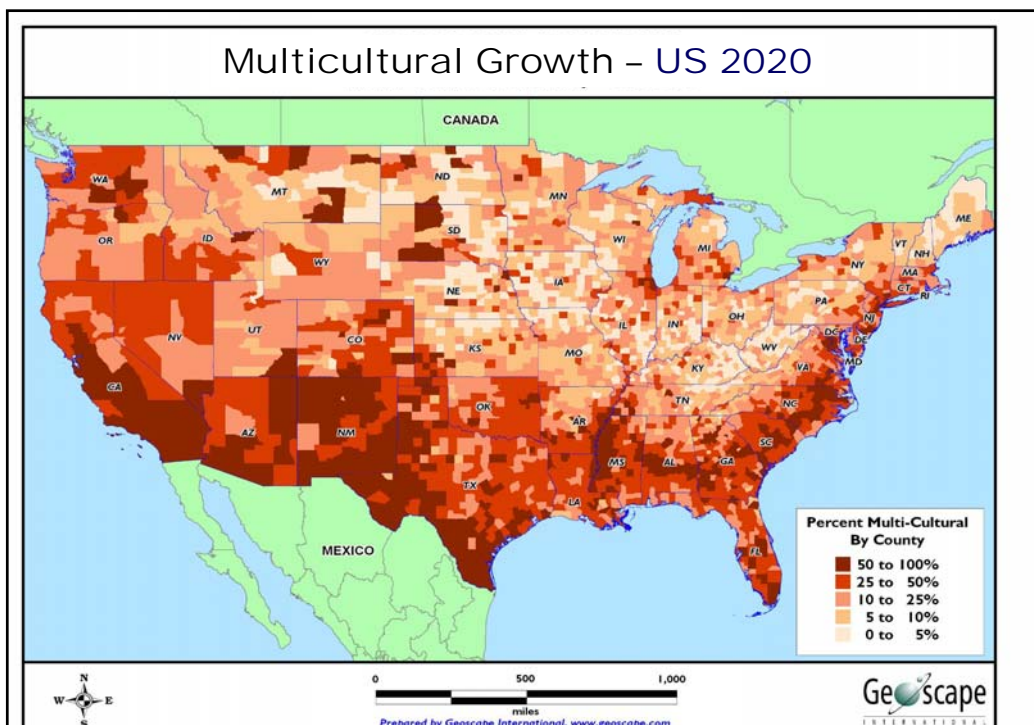
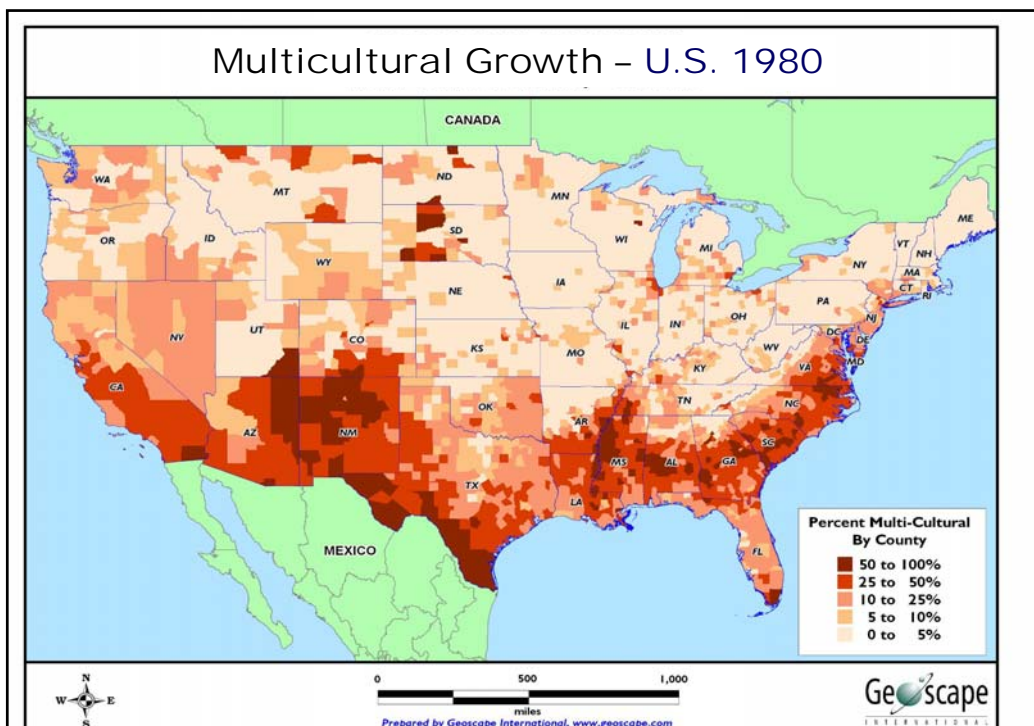
**17% are actively disengaged**

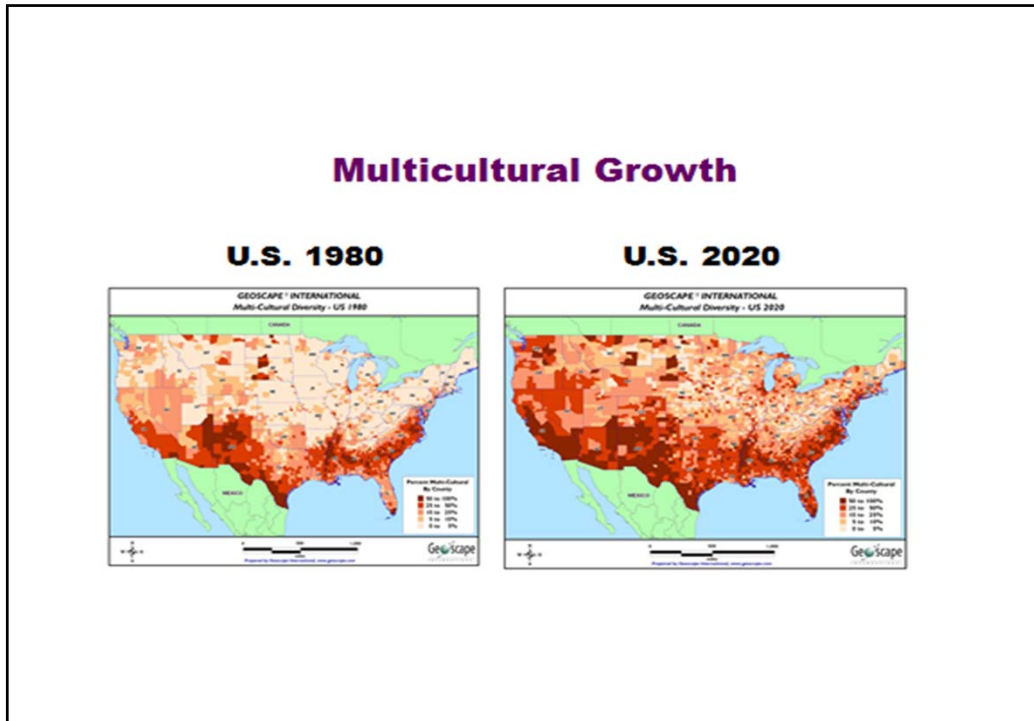
Source: Gallup 2011



**Multicultural Mishaps™  
impact  
Engagement**

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**Diversity = People + Mixtures**

**Inclusion = (People + Mixtures)  
Engagement**

$$D = P+M \quad I = (P+M)E$$

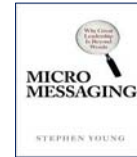
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## Intention + Impact = Results

**Micro-messages:** Small subtle messages that communicate, often without words. According to MIT research we send between 2,000-4,000/day.

**Micro-advantages:** Positive, powerful micro-messages contribute to feeling valued and belonging. They cause employees to excel and commit to their employer.

**Micro-inequities:** Negative micro-messages devalue, discourage and ultimately impair performance in the workplace.



**Are YOUR Micro-  
messages speaking  
louder than your  
Intentions?**

