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
Diversity = People + Mixtures

Inclusion = (People + Mixtures)

Engagement

\[ D = P + M \quad I = (P + M)E \]
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?

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Lenora@LenoraSpeaks.com
www.LenoraSpeaks.com
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