

If you'd like to implement an employee engagement program, but don't know where to start, try the internal-marketing approach. After all, employee engagement is a new and rather murky concept that is hard to articulate. You will get much further if you simply discuss it in a language that managers and executives already understand and respect; "marketing-speak." Your employee-engagement initiative will be re-cast as an "internal marketing" initiative directed at your "internal customers," your employees. The goal of this program is to create a positive "employer brand" that will help your company become an employer-of-choice in your community and win "Best Place to Work" contests. Here is an article I wrote that elaborates on the internal-marketing theme: <http://goo.gl/CD0Vu>