

Career Level Engagement



Abraham Maslow's 'Hierarchy of Needs' provides a simple way to understand what your employees require to feel engaged and how to move them up to the highest level of engagement, satisfaction, and effectiveness.



LEVEL ONE - FOUNDATIONAL NEEDS

Fair pay, benefits, security, and stability are basic needs. They cannot create engagement, but engagement is not possible if these needs are not being met.



LEVEL TWO - ENGAGEMENT NEEDS

A sense of belonging, career development, and recognition are things managers must provide to create engagement in their employees.

Make sure these are:

- Timely
- Visible
- Proportional
- Personalized
- Sincere
- Consistent



LEVEL THREE - HIGH ENGAGEMENT NEEDS

As engagement increases and employees become more senior in their careers they look for more autonomy and a chance to create impact. The manager's role at this point is to help facilitate that.

STEP 1

Identify Key Staff at Each Level



STAFF AT FOUNDATIONAL LEVEL

STAFF AT ENGAGEMENT LEVEL

STAFF AT HIGH ENGAGEMENT LEVEL

STEP 2

Go to www.appleone.com/SCALE/Portal to Access Engagement Tools for Each Level



Foundation Level Tools

- Team Fun Kit
- Raise Calculator
- Stay Interviews
- Job Descriptions & Salaries Guide

Engagement Level Tools

- Engagement Kit for Team Leaders
- Recognition Planner
- Coaching Sandwich
- Professional Development
- Prioritizing Stay Interviews

High Engagement Level Tools

- Turnover Risk Assessment
- Team Focus Kit
- SMART Goal Template
- Stay Interviews