

Field Guide to Direction

The Energage Survey Statement

“I believe [this company] is going in the right direction.”

Survey Theme: **Align**



Why Direction Matters

Top Workplaces are made up of employees who believe in the direction set by senior leadership. But getting direction right can be challenging. That’s because it requires an authentic belief, a smart strategy, and regular communication.

While human resources can champion direction, it’s senior leadership’s responsibility to drive — and be accountable for — the chosen path. When done right, employees who believe in the direction of your organization will invest more of themselves in their work because they know it will make a difference.

Direction at Top Workplaces vs. Average Organizations



Only 58% of employees at average organizations responded positively to the Direction statement on the [Energage Survey](#). But at Top Workplaces, this jumps to 83-95%.



How to Help

Quick Fixes

- Make your organization's direction visible throughout the workspace. Post it in meeting rooms, common areas, etc.
- Share stories and examples of company direction in action.
- Reinforce company direction in all communication.

Big Picture Plans

- Make time to create a clear, concise, and memorable direction statement.
 - Schedule time with senior leaders to make sure actions align with direction.
 - Encourage managers to emphasize each team's role and the vital part it plays in the organization's direction as a whole.
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What to Watch for

- Senior leaders who believe they communicate about direction more than they actually do.
- Communication that falls apart between senior leaders and managers.
- Leaders who expect human resources to be the driver of direction.
- A lack of direction that places the organization in a reactive mode.



What Direction Sounds Like

"The most exciting part of this organization is our mission – that is the focus and the direction of our company. At the end of the day it's what drives this company and so many of its employees."

"We're headed where we need to be and we're on top of what is to come. I am excited to be a part of the next steps and can't wait to see the company grow and continue to flourish."

"I'm given the freedom to fail. I'm encouraged to try out new ideas, experiment, test, see what works – what doesn't – and learn from it instead of being expected to be perfect out of the gate."

"I'm excited about achieving our vision for 2020. Knowing leadership can get everyone on board to move in the right direction motivates me to want to be part of making it happen."