



# Engage your workforce with core tenets

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When I returned to RFL in 2012 I sent out an email about a new initiative. The subject: "Getting Better Every Day." Centered around engagement, it focused on four main tenets.

I asked everyone to take some time each day to consider how they can:

1. Show more respect to the people they interact with
2. Earn more trust from the people they interact with
3. Work hard to contribute more to the team in terms of performance and helping others
4. Better celebrate the team's successes

Our leadership team set an example by doing the same and talking about it with their staff. Now, as leaders, we know we don't get this right all the time. We sometimes take steps backward or maybe even (gasp!) fall down once in a while. But our goal is simply to strive to get better each day. Fast forward and six years have passed and it got me to thinking, "Are we truly getting better?"

We think our efforts have been making a big difference. Evidence of our success with engagement so far includes:

- A 90 percent employee engagement survey participation rate — with four consecutive years at 90 percent or higher
- Career development programs such as "Career Exchange" and "Helping Hands" along with the creation of Team Lead positions
- Lower employee turnover rates than other call centers within Aetna and within the industry.
- Over 50 promotional and advancement opportunities so far since the beginning of 2017
- Acceptance of several staff members into our business area's first ever School of Project Management

What tenets apply to your organization? Challenge your team to take time for reflection each day. It can help them grow and improve in ways that benefit each other, your clients and your business. And remember, the work to improve ourselves is never done. We must always look for ways to "Get better every day!"