People need to be part of something bigger than just a job and a paycheck. Meaning drives higher performance.

Gone are the days of top-down leadership. The best ideas may come from employees, so listen with an open mind and use those ideas to shape the vision for the future.

Money isn’t everything. It only gets you so far. But companies that mishandle this emotional area will make it a bigger deal than it has to be.

At BI WORLDWIDE, we define engagement as an employee’s reciprocation of the work experience a company provides. If the experience is great, the employee will stay, work hard and be inspired to do better.

These twelve New Rules of Engagement® are what we have found best predict the outcomes companies are after: commitment, effort and inspiration.

We are able to call this model “the New Rules” year after year because we are constantly testing new ideas based on how work changes over time. Sometimes the changes are few and only lead to small adjustments for one rule or another. This year, we saw big changes at work and adjusted the model accordingly. Some of these practices have been around for decades, some are brand new and some are a re-imagining of things we thought we already knew.

What people do today is largely motivated by where they think it will take them in the future. Companies that are deliberate about helping employees chart that future will be rewarded with those people’s best work.

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