

The Engaged St. Peterian



“Engagement,” a buzzword that describes one’s heightened emotional and cognitive commitment to an organization that influences greater discretionary efforts to perform, may well be a subject that is worth elaborating and understanding. This column shall endeavor to share information on how leaders, officers or even family counselors - can engage their respective teams to go beyond expectations and view DeathCare as a social responsibility. In this column, we shall take opportunities to highlight and feature the great St. Peterian leaders and how they live our values to inspire people around them to do more than expected. We will be sharing situations and experiences on how the engaged St. Peterian is able to make an impact not only for his company but also for society in general.

Before we do that, we must first try to understand the basics. There are at least eight (8) conceptual key drivers from which we can discover and derive a framework that can help us better understand engagement. These simple concepts are:



1. *Trust and Integrity*

One of our key corporate values that help describe the ability of a leader to communicate and actually “walk the talk” is Trust and Integrity. We do what we say we do so that our people

follow suit. Leaders cannot tell their people to do one thing while they do another, as such behavior leads to dissention that allows others to justify their own digressions. Honesty and truthfulness develop trust and foster stronger relationships with colleagues and customers as well. Truthfulness also entails the ability to give positive and developmental feedback and discipline.

2. *Job or Role Perception*

This refers to how one sees the importance of his job and how cognitively stimulating it is. Do individuals find their jobs mentally challenging and fulfilling? It is so often that leaders fail to match the correct person with the right job and more so neglect to continuously assure the subordinate the importance of the role he plays addressing such impacts on his self-esteem, confidence and pride in the Company and co-workers alike.

3. *Alignment of Goals and Performance*

Every leader must ensure that each team member has a goal and understands that his performance, no matter how simple, contributes to the total team effort and to the overall corporate performance.



4. **Growth Opportunities**

This is an aspect that pertains to future opportunities within the organization. Providing quantitative and qualitative measures help team members understand where they stand and what opportunities lie ahead. No one, after all, wants to remain stagnant in any post.

5. **Pride in the Company and Pride in what we do**

Self-esteem and confidence depend much on how motivated our people feel about whom they represent. Leaders must communicate how the Company performs vis-à-vis the industry and the unique ways to which we approach the market. This brings about not only confidence but also commitment to perform.

6. **Teamwork**

This is another core value that influences the level of engagement that one may have or lack. Creating a work environment that fosters great relationships delivers great performances. When team members are assured that they are not alone, they become more excited and more responsible.

7. **Continuing Development**

In line with growth opportunities, proper training, coaching and counseling, continuing development plays a great role in enhancing engagement. Team members feel important and know that such development is endowed as their own investment and that they actually have a future within the organization.

8. **Building Relationships**

The relationship between the leader and team members determines how strong their engagement will be. Studies show that team members' primary reason to fail or leave the company is based on their relationship with the leader. Great relationships with the leader foster better performance and retention of talent.

In the final analysis, one may wonder whether employee engagement is just another trendy concept or really a big deal. Again, studies show that employee engagement is indeed critical to the success of any organization. There is clear and mounting evidence that high levels of employee engagement keenly correlate to individual, group and corporate performance in areas such as retention, turnover, productivity, customer service and loyalty; not just by small margins but by whopping 20 – 28 percentage points. It is therefore important to understand and practice these key drivers to increase the level of engagement among St. Peterians.



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* see more Engaged St. Peterian in the upcoming issues...