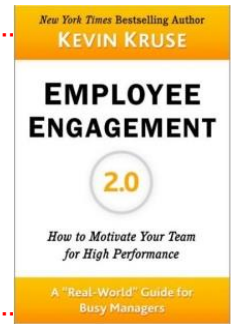


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# *Employee Engagement 2.0*

## DISCUSSION GUIDE

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Many companies are forming book clubs or discussion groups to promote the ideas in [Employee Engagement 2.0](#) by Kevin Kruse. The questions below can be used to facilitate a conversation about how the ideas in the book can be used to increase engagement in your own organization.

1. What is the difference between employee satisfaction, employee happiness, and employee engagement?
2. If everyone on your team was giving discretionary effort—going above and beyond what was required of their job—what impact would it make on your team? For the company?
3. Describe a time when your emotions from work spilled over to your personal life, and crossed over to friends or family members.
4. Think of a time when you worked for a great boss, and a time when you worked for a bad boss. What were the traits of each (i.e., what about them made them great or bad)?
5. Do the four drivers of engagement seem to match up with your own experience, and the list of traits of a great boss?
6. What are some ways to improve two-way communication on your team?
7. How can you stimulate feelings of growth and development, without the use of traditional training classes?
8. What are some no-cost or low-cost ways to show appreciation for their efforts or their achievements?
9. How does “Trust” relate to the future?
10. What is your company’s long-term objectives and strategic plan? How can you summarize it and make it easy to remember?

**BONUS ACTIVITY:** Each person has their own unique engagement style. Discover your own engagement motivators by taking a brief online assessment at: [www.kevinkruse.com/profile](http://www.kevinkruse.com/profile)