

new rules of engagement®

At BIWORLDWIDE, 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. Other years, we see big changes at work and adjust 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.

1. make it **personal**

More than ever, great managing is a matter of intense understanding of each unique individual — knowing their abilities, their aspirations and how they work best. Success on this rule is critical for achieving all the others.



2. make money a **non-issue**

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.



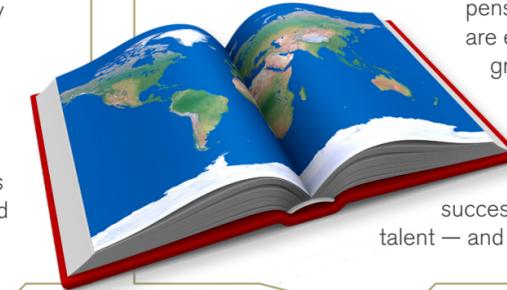
3. help them **thrive**

Never have work, personal life and health been so inextricably connected. Protecting employees' holistic wellbeing doesn't just reduce costs; it invigorates the employees and the business.



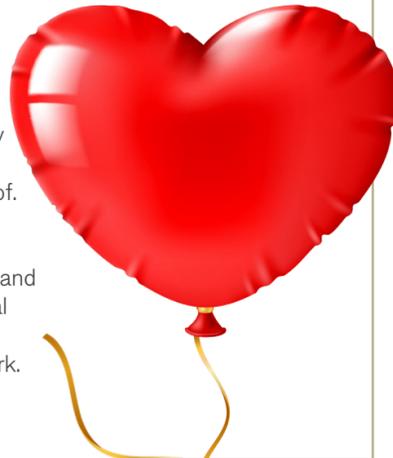
4. realize their **potential**

In lieu of permanent placements and pensions, employers are expected to provide growth opportunities. Offering tools, learning and development for employees to be successful will grow your top talent — and your bottom line.



5. foster **belonging**

Employees cannot fully commit to a company they do not feel a part of. Fostering a sense of belonging within the organization, the team and the work itself is critical for employees to stay and do exceptional work.



6. be boldly **transparent**

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.



7. give it **meaning**

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



8. see their **future**

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.



9. magnify **their success**

What a company recognizes gets repeated. Making a big deal of employees' accomplishments ensures the victories will be multiplied.



10. **unite** them

People have always been willing to take one for the right team but only if they feel others will do the same. With more people working remotely than ever before, it's never been more important to create conditions that foster strong collaboration.



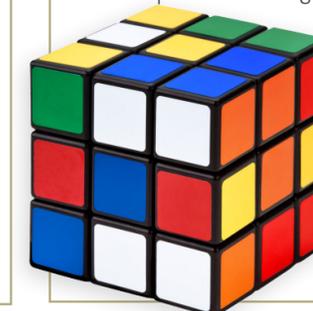
11. let them **lead**

True empowerment is not just a place to voice ideas but having those ideas seriously considered. It's not just being told to take a risk but being supported when the risk does not go as planned. Empowering this way will ignite inspiration.



12. **challenge** them

Your best employees are eager to accomplish something incredible together. Challenge, rally and support them wholeheartedly and you'll be struck by what they can do.



commitment

effort

inspiration