Employee Engagement Conference

Masoud Golshani-Shirazi

An Employee Engagement Journey Lesson from Dubai and the UAE

December 16, 2014 by David Zinger Leave a Comment

I recently travelled to Dubai for an employee engagement conference. I offered the opening keynote and provided a five hour master class after the conference. My thanks to Ramy Bayyour from Informa for the invitation and the conference.

There are quite a number of things that stood out for me and over a series of posts I will outline some key lessons.

The employee engagement journey. It was a long trip from Winnipeg Canada to Dubai UAE and return. Fittingly, the first thing that really stood out for me is the employee engagement journey metaphor for organizations and individuals. Masoud Golshani-Shirazi Vice Presiden HR from Aujan Coca-Cola Beverages Company referred to the journey directly during his holistic presentation onf employee engagement. I was impressed by the progress and resilience Aujan has had in its workforce and the idea of engagement being a work journey for employees to join with the organization.

Masoud shared with us the wisdom of his grandmother who declared, “if you want to get to know someone travel with them.” Thank you Masoud, it was good to hear about the journey of engagement and the wisdom of your grandmother.

Here are my 4 points as I thought about the employee engagement journey:

Understand that different tools and pathways are required at different steps along the journey – surveys are not good nor bad, it is what we do with them that make all the difference.

The engagement journey does not have a final destination, it evolves as we keep moving forward or even stumble with setbacks.

Encourage employees to fully participate in planning and embarking on the journey, employees are not just along for the ride.

Journeys are about movement and ensure your engagement work does not become static.

David Zinger is an employee engagement speaker and expert who keeps journeying around the globe to learn more about engagement and help all of us as we journey together for increased, fuller, and more authentic employee engagement.

Filed Under: Employee Engagement

Tagged With: David Zinger, employee engagement conference, employee engagement Dubai, employee engagement expert, employee engagement master class, employee engagement middle east, employee engagement speaker, employee engagement UAE, Informa, Masoud Golshani-Shirazi, Ramy Bayyour

David Zinger