



Meaning Quotient (MQ) Taps the Essence of Engagement at Work

- Strategies to Increase MQ and Engagement
- Global Levels of Employee Engagement - 30%!

When employees believe they are making the world a better place, work becomes much more than going through the motions of doing a good job. Work has meaning and workers are engaged, ready to "go the extra mile" for their clients and co-workers.

The international management consultancy, McKinsey, and other business performance gurus are realizing that understanding why we work and aligning the business why with individual core values has a performance impact potential five times more powerful than the rational and relational factors. The why we work has been coined the Meaning Quotient (MQ) of work.

When work uses our minds (IQ), our hearts (EQ) and our desire to make a difference (MQ), we are engaged and we experience flow.

• Strategies to Increase MQ and Engagement



All data and strategies for increasing MQ are supported by a culture that embraces LEGO SERIOUS PLAY (LSP). Playful methods involving storytelling are proving more effective employee engagement tools than traditional training methods.

McKinsey describes three ways to enhance the alignment between employee core values with the practices of the organization (MQ):

- * Make company stories multi-dimensional; go beyond the operational goals to describe how actions will impact all the people involved.
- * Empower employees to create their own goals in their own words.
- * Motivate team members with small, unexpected rewards.

Other data shows that organizations with a high MQ have the following traits in common:

- * Employees feel aligned with the overall purpose of the company
- * Employees feel a sense of belonging and know to contribute
- * There are opportunities for personal growth
- * There is leadership that promotes the above

In a nutshell, these suggestions describe ways to personalize operational and performance goals. How will our actions go beyond making the company better to make life better for our customers, our colleagues and ourselves.

• Global Levels of Employee Engagement - 30%!

Everyone who has experienced an LSP workshop knows how telling stories about individual LEGO constructions personalizes organizational stories. The natural flow of the LSP workshop design integrates individual stories to create organizational stories. Individual stories become the foundation for collective aspirations and goals. And goals are always personalized, expressed in our own words and not handed down from above.

Over the past four years,
engagement and commitment
levels have increased:

+4%

But, global levels of engagement
and commitment remain low:

↓ 30%

"Companies all over the world wrestle with how to better engage their employees in the workplace" - this is the opening sentence about Employee Engagement from Salem Press Encyclopedia (2019).

[Check out the latest facilitator training schedule](#)

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Creating stories that align work and meaning are often embedded in workshop design. Building challenges such as "build what makes you feel valued" or "build what diversity means to you" inspire deep reflection and giving voice to personal expressions of meaning.

As the LSP workshop unfolds, participants see how they and their actions impact the organizational whole, and they experience a connection to co-workers and to their organizational home. LSP workshops evoke a shared sense of purpose, a sense of belonging, and optimism about a future supporting personal growth, all factors that enhance MQ and engagement.

Sincerely,



Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision-making. We are based in Denmark with offices in US, Japan and Singapore. www.rasmussenconsulting.dk.