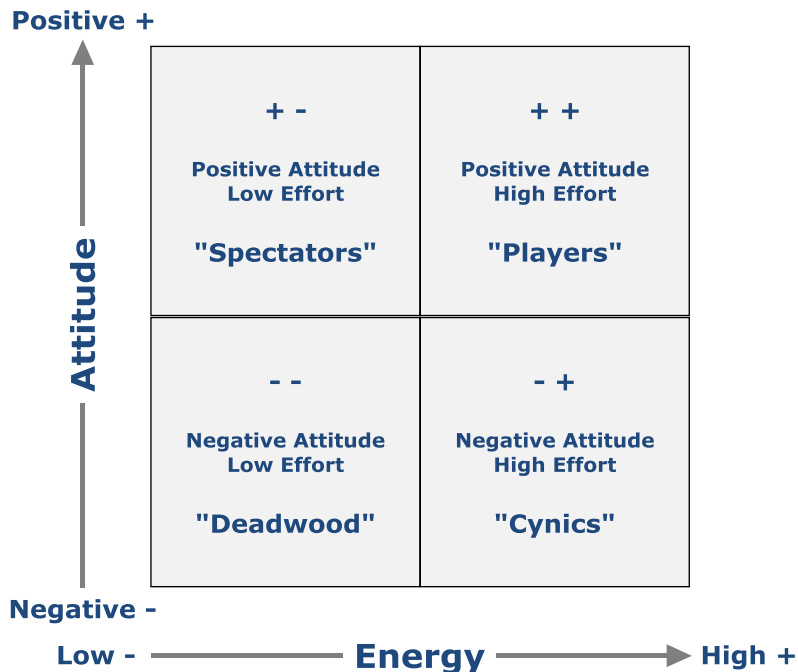


Tools for Knowledge Workers

Engagement Communities

Energy Investment Model



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In thinking about employee engagement it is useful to think about more than just whether people are engaged or not or how engaged they might be. Think in terms of their attitudes and energy levels. Doing so yields the four engagement communities depicted in the diagram above. The engagement task then becomes one of making Players out of Spectators, Deadwood and Cynics. Think about employees' energy expenditures as investments they are making in their work and their organization. View them as energy investors and treat them as investors. For more about communities of engagement, the energy investment model and making Players out of Spectators, Deadwood and Cynics, click [here](#).

