

## Action Guide

### 415: Reimagining engagement in product development and management

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## Application Questions

1. How strong is the employee engagement at your organization?
2. Have you ever felt lonely as a product manager or leader? What made you feel that way?
3. What does your team do to make people feel like they belong? What do you do?



## Actions to Take

### What to Do Now

- Identify the belief that gives purpose to your work. How does your work impact the end product? Why does your product matter? Why should you believe in it? Share that with your team.
- Look for simple ways to help others belong. Give them encouragement in an email or in person.

### What to Do Soon

- Plan an event to spend time with your team and/or others in your organization. Be sure to specifically invite everyone you want to include.
- Look for signs of disengagement, such as people not speaking up in meetings. Investigate the factors of the disengagement.