

THE ENGAGEMENT MYTH

WHY LEADERS ARE BEING ASKED TO FIX THE WRONG THING

Engagement Isn't a Motivation Problem. It's a Design Problem.

We know engagement drives retention, performance, and wellbeing. The data has told us that for years. But most leaders are told to "improve engagement" without being shown how to do that in the middle of real work – tight deadlines, budget pressure, constant change.

**The truth is simple:
The challenge is not intent. It is design.**

- *Engagement cannot be mandated or motivated into existence.*
- *It is an outcome – created by the leadership conditions people experience every day.*

In this practical and energising keynote, Tam challenges common myths and shows how small, consistent shifts in interactions, cross-functional conversations, and performance discussions can quickly rebuild alignment and genuine commitment – not just compliance.

Because when leaders get the conditions right, engagement follows

Tam combines global engagement and psychological safety research with grounded commercial insight.

She understands that consistency is difficult when teams are under-resourced and expectations are high – and she equips leaders with practical and easily useable strategies that are realistic, not idealistic



Tam Jones
explore
experiment
liberate

Leaders walk away with:

- ✓ The 3 foundational conditions that create real and lasting connection that underpin engagement
- ✓ 4 practical leadership "experiments" that can immediately enhance alignment
- ✓ A simple framework to strengthen psychological safety without lowering standards
- ✓ Clear strategies to make accountability and constructive feedback easier – not heavier
- ✓ Key tools to reduce friction, improve collaboration and lift results across teams not just within them

Why Tam resonates:

For over 20 years, Tam Jones has helped more than 4,000 leaders design the daily leadership inputs that create genuine motivation, accountability and performance.

Her sessions are practical, fun, evidence-based, and energising – giving leaders clear daily shifts that strengthen alignment, reduce friction, and unlock discretionary effort to gain true engagement and commitment to priorities

Her sessions spark thinking, honest conversations and tangible action

new



