



Northwest (HHS Region 10)

ATTC

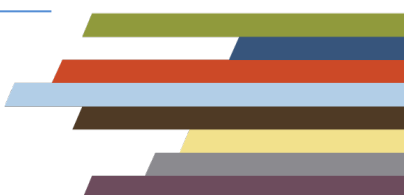
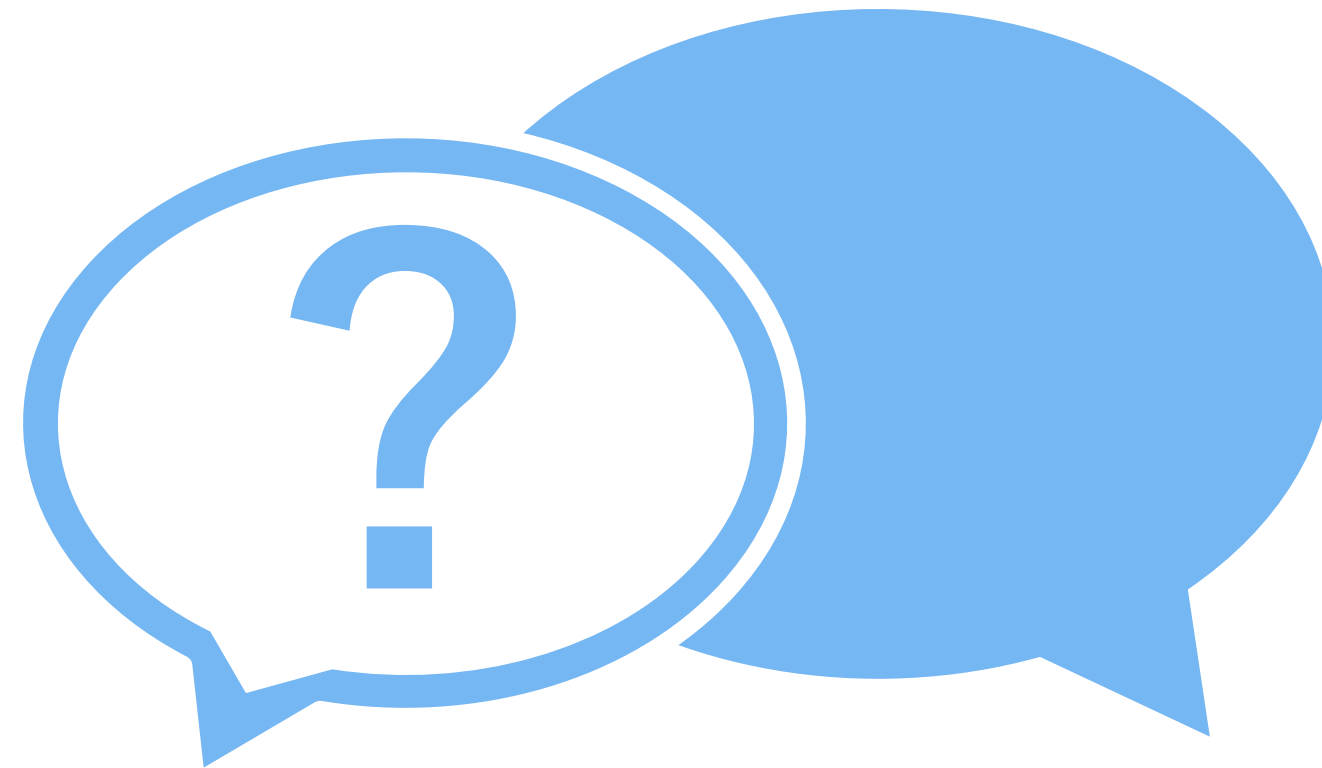
Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

**Thank you for joining us! The webinar will begin shortly.**

## Northwest ATTC presents: **Employee Engagement Strategies for Success**

- **Participants are automatically muted during this presentation**
- **Got questions?** Type them into the chat box at any time and they will be answered at the end of the presentation.
- An ADA-compliant recording of this presentation will be made available on our website at: <http://attcnetwork.org/northwest>

**Questions? Please type them in the chat box!**



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**We greatly appreciate your feedback!** Every survey we receive helps us improve and continue offering our programs.

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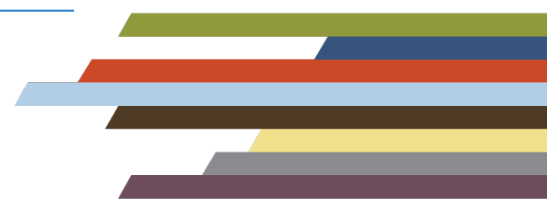


# Today's Presenters



**Amy Shanahan**  
**Compass Consulting & Training, LLC**

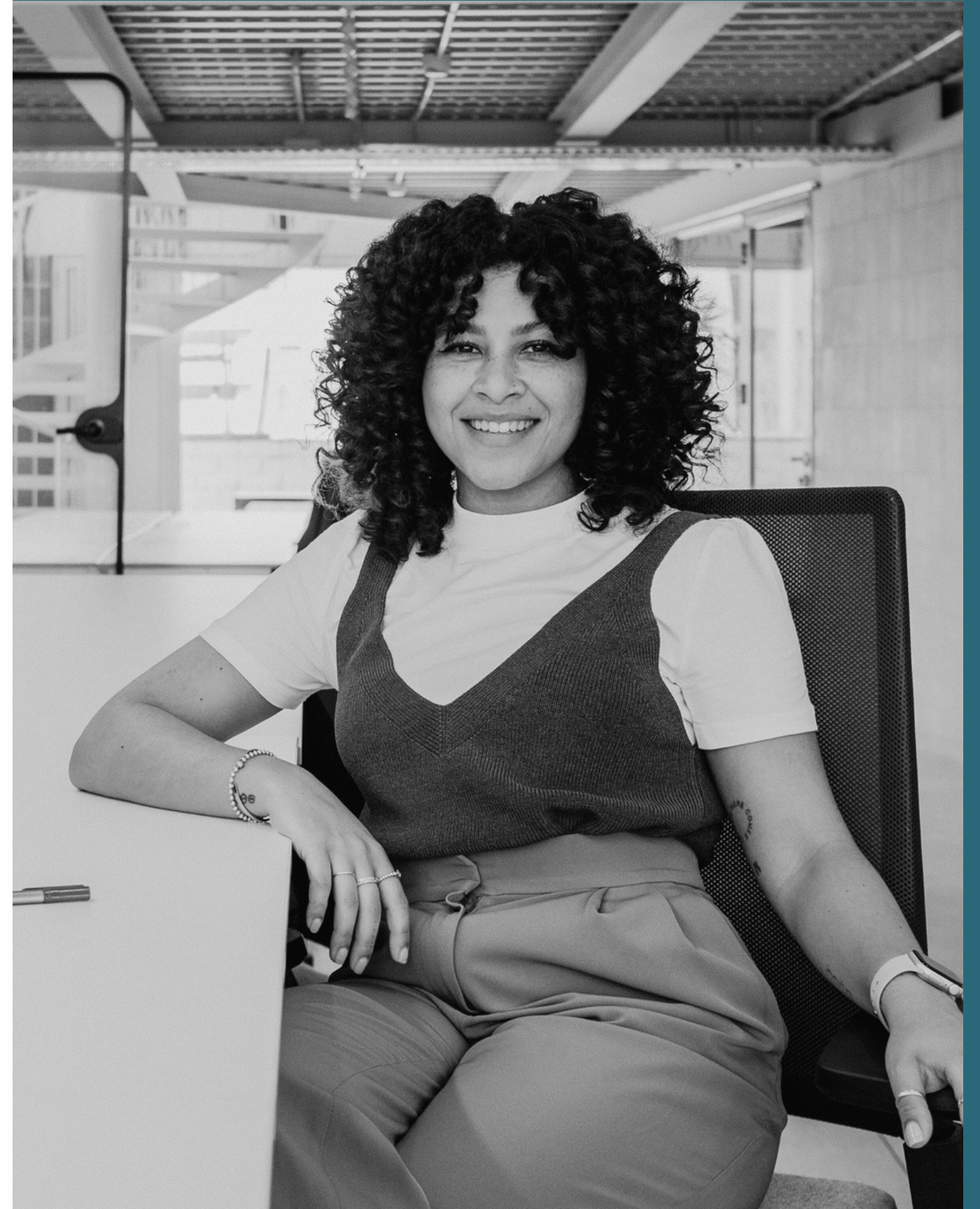
Amy Shanahan, owner of Compass Consulting & Training, LLC, brings over 25 years of experience in addiction medicine as a clinician, supervisor, and administrator. She previously directed Addiction Medicine Services at Western Psychiatric Hospital of UPMC, where she launched quality improvement initiatives and managed prevention, intervention, and treatment clinics. A member of the international Motivational Interviewing Network of Trainers, Amy provides evidence-based behavioral health consultation and training across the US and internationally on diverse subjects including Leadership and Clinical Supervision, focusing on adult learning principles and collaborative learning. Her experience in enhancing engagement and fostering effective leadership directly complements the webinar's focus on improving employee engagement.





# EMPLOYEE ENGAGEMENT

Strategies for Success



# TODAY'S DISCUSSION

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## TOPICS TO COVER

- The Engagement Crisis in SUD Treatment
- Systemic Challenges and Barriers to Engagement
- What is Employee Engagement?
- Factors that Influence Engagement
- Measuring Employee Engagement
- Strategies to Improve Employee Engagement
- Sustaining a Culture of Engagement

# A CRISIS IN CARE BY THE NUMBERS

## DEMAND FOR SERVICES

- 167.2million individuals reported using tobacco, nicotine, alcohol, or illicit drugs in the past month
- 48.5 million had a SUD in the past year
- Only 10-20% of people with SUD access specialty care annually

## STAFF SHORTAGES

- 1 provider for every 350 people needing care
- Workforce capacity currently supports only about 50% of those seeking recovery services
- Vacancies remain unfilled, turnover rates are persistently high

## LOOKING AHEAD

- By 2037, shortages could balloon to 50,000 psychiatrists and 113,000 addiction counselors
- The demand for addiction counselors is predicted to increase by 62%, while the supply is expected to decrease by 13%

# 93%

OF BEHAVIORAL HEALTH PROFESSIONALS  
EXPERIENCE SYMPTOMS OF BURNOUT

63% describe it as moderate to severe

# SYSTEMIC CHALLENGES

## HISTORICALLY UNDERVALUED

- Staff shortages, high turnover rates, and inadequate training for general healthcare and specialty substance use providers
- Low pay and benefits compared to other healthcare sectors contribute to people leaving the SUD field

## COVID -19 AND THE OPIOD CRISIS

- COVID-19 pandemic brought increased anxiety, depression, isolation, and polysubstance use
- Amplified the need for SUD services and exacerbated burnout

## COMPLEX PATIENT NEEDS

- Individuals with SUDs often experience complex clinical conditions
- Requires SUD providers to be highly skilled and often necessitates multidisciplinary staff and specialized training.

# BARRIERS TO ENGAGEMENT



## EDUCATION AND TRAINING

Education and training requirements contribute to a shortage of qualified applicants.

## INADEQUATE RECOGNITION

Salaries are often not competitive, especially for entry-level and challenging positions.

## PEER SUPPORT CHALLENGES

Disconnect between their perceived role and daily responsibilities, along with inter- and intrapersonal challenges.

# WHAT IS EMPLOYEE ENGAGEMENT

## EMOTIONAL COMMITMENT

Employee engagement is defined as the level of emotional commitment and connection an employee has to their organization and its goals. Engaged employees are passionate about their work and are motivated to contribute to the company's success.

## DISCRETIONARY EFFORT

Engaged employees are willing to go the extra mile, putting in discretionary effort to help the organization succeed. They are proactive, innovative, and take ownership of their work.

## JOB SATISFACTION

Engaged employees are satisfied with their jobs and find meaning in their work. They feel their contributions are valued and that they have opportunities for growth and development.

# BENEFITS OF HIGH EMPLOYEE ENGAGEMENT

## IMPROVED PERFORMANCE

Engaged employees are more productive, innovative, and focused on delivering high-quality work.



## INCREASED RETENTION

Engaged employees are less likely to leave the organization.



## ENHANCED REPUTATION

Improving a company's reputation makes it easier to attract top talent and build loyalty.



# FACTORS THAT INFLUENCE EMPLOYEE ENGAGEMENT

## ✔ LEADERSHIP

Effective, supportive, and inspiring leadership plays a crucial role in fostering employee engagement.

## ✔ WORK ENVIRONMENT

A positive, collaborative, and inclusive work environment that supports work-life balance is essential for engagement.



# FACTORS THAT INFLUENCE EMPLOYEE ENGAGEMENT

## ✔ LEARNING AND DEVELOPMENT

Providing opportunities for growth, skill development, and career advancement helps employees feel valued and engaged.

## ✔ RECOGNITION AND REWARDS

Recognizing and rewarding employees for their contributions and achievements can significantly impact engagement levels.



# MEASURING EMPLOYEE ENGAGEMENT



## EMPLOYEE SURVEYS

Regular employee surveys are a reliable method for measuring engagement levels, identifying areas for improvement, and tracking progress over time.



## KEY PERFORMANCE INDICATORS

Metrics such as absenteeism, turnover, productivity, and customer satisfaction can provide insights into the level of employee engagement.



## FEEDBACK AND DIALOGUE

Encouraging open communication, feedback, and dialogue with employees can help organizations better understand engagement drivers and challenges.

# STRATEGIES TO IMPROVE EMPLOYEE ENGAGEMENT



## STRENGTHEN LEADERSHIP

Invest in leadership development programs to equip managers with the skills to effectively engage and motivate their teams.



## FOSTER A POSITIVE CULTURE

Promote a culture of collaboration, recognition, and work-life balance to create an environment where employees feel valued and empowered.



## PROVIDE GROWTH OPPORTUNITIES

Offer learning and development programs, mentorship opportunities, and clear career paths to help employees grow and advance within the organization.

# OVERCOMING COMMON ENGAGEMENT CHALLENGES



## DISENGAGED LEADERSHIP

Addressing disengaged or ineffective leadership is crucial, as it can have a cascading effect on the rest of the organization.



## COMMUNICATION BREAKDOWNS

Improving communication channels, encouraging feedback, and fostering transparency can help address issues that contribute to disengagement.

# OVERCOMING COMMON ENGAGEMENT CHALLENGES



## PROMOTING DIVERSITY

Develop, train, and support a culturally diverse workforce that reflects the communities they serve.



## RECOGNIZING CONTRIBUTIONS

Developing a comprehensive recognition program that celebrates employee achievements and contributions can help boost morale and engagement.

# SUSTAINING A CULTURE OF ENGAGEMENT

## CONTINUOUS IMPROVEMENT

Regularly evaluate employee engagement levels and continuously refine strategies to address evolving needs and challenges.

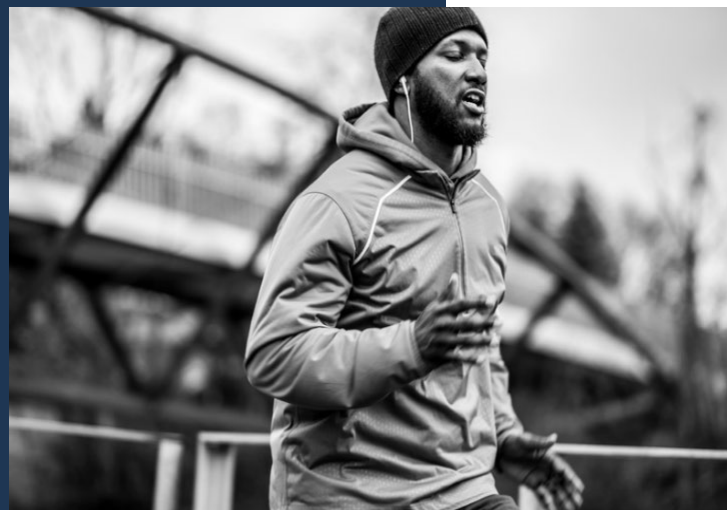
## CONSISTENT COMMUNICATION

Maintain open and transparent communication with employees, regularly sharing updates and progress on engagement initiatives.

## EMPOWERED EMPLOYEES

Empower employees to take an active role in shaping the company culture and driving engagement efforts.

# CONCLUSION AND KEY TAKEAWAYS



## ENGAGEMENT DRIVES SUCCESS

High levels of employee engagement are essential, as they lead to improved performance, increased retention, and enhanced reputation.

## HOLISTIC APPROACH

Fostering a culture of engagement requires a holistic approach that addresses leadership, the work environment, growth opportunities, and recognition.

## CONTINUOUS EFFORT

Sustaining a culture of engagement is not a one-time event; it's an ongoing process that requires continuous evaluation, communication, and employee empowerment.

# THANK YOU

I APPRECIATE YOUR INTEREST AND  
ENGAGEMENT IN OUR DISCUSSION



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