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# Leadership Strategies for Maximizing Impact & Engagement

**Kirsten Ellis, SHRM-SCP**  
**Human Resources Consultant**  
**Employers Council**

## Objectives

Identify unique challenges of public versus private

The science of motivation

Application, application, application

Why

## Why This Matters

“A leader is one who knows the way,  
goes the way, and shows the way.”

John C. Maxwell





# Comparing Public vs. Private Leadership

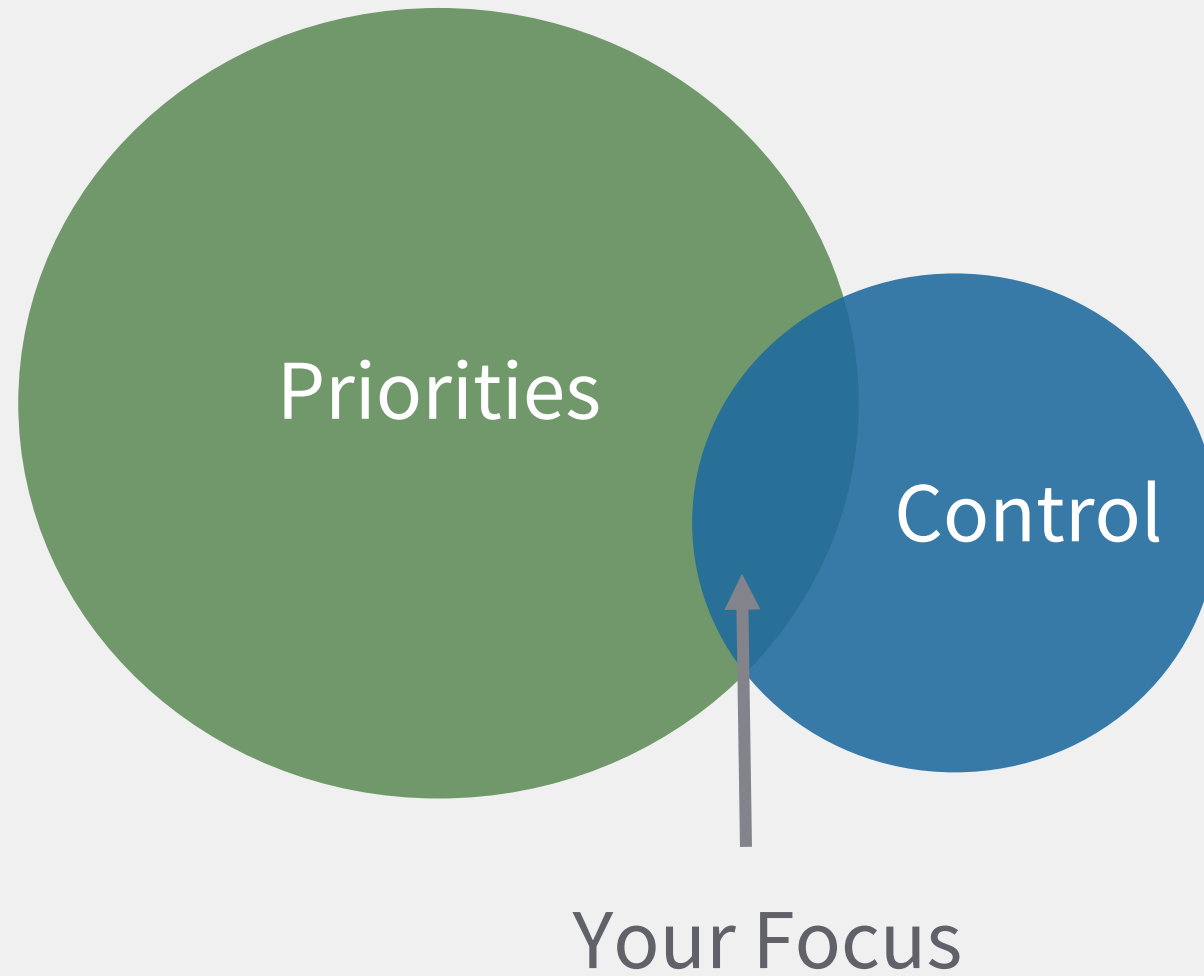
## Private

- Incentives
- Agile
- Market-based flexibility

## Public

- Bureaucracy
- Procedural constraints
- Public scrutiny
- Budget limits
- Regulatory obligations

## Empowerment and Control



## Intrinsic vs. Extrinsic Motivation

Intrinsic

Purpose, growth, autonomy

Extrinsic

Pay, promotion, status

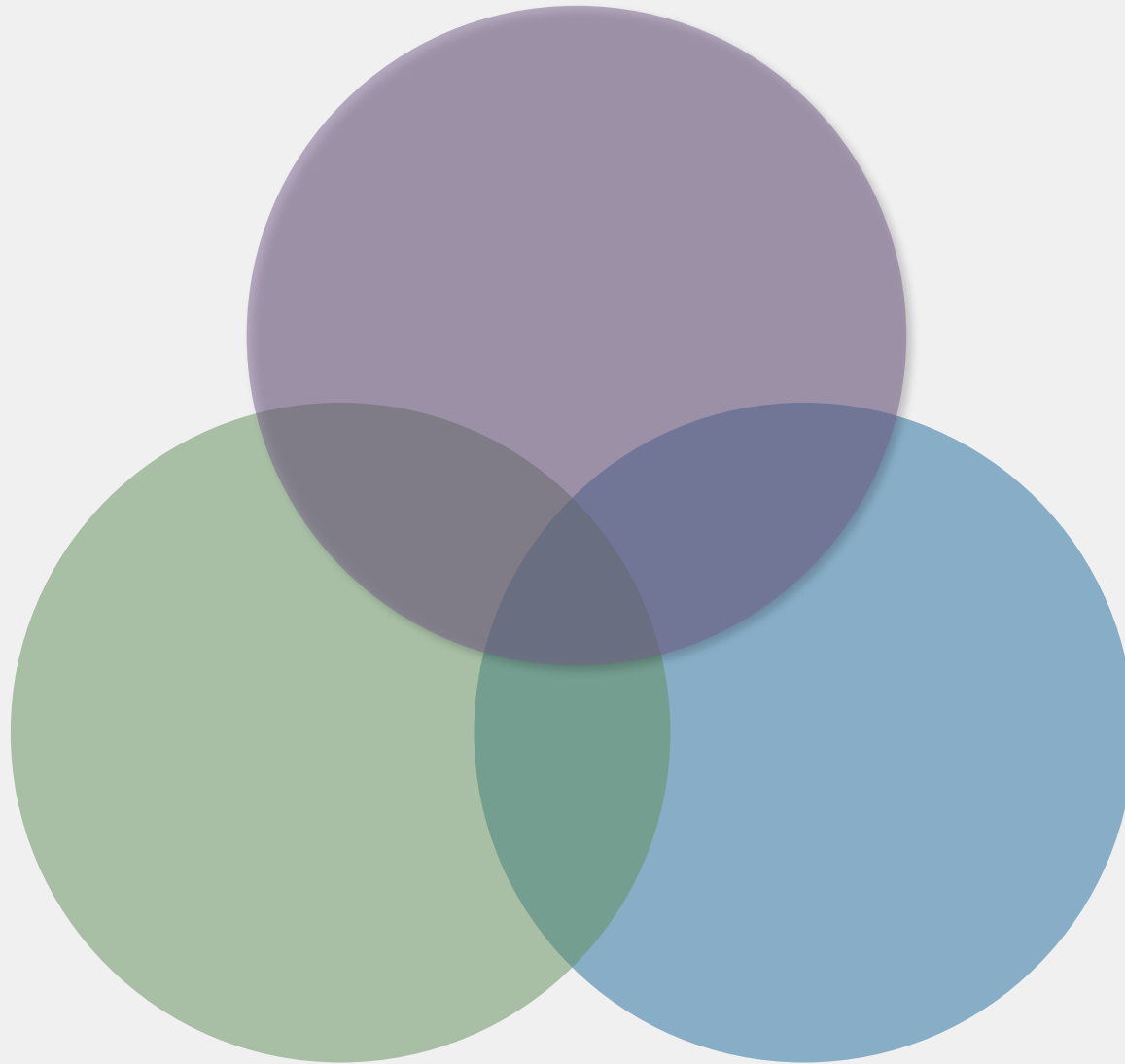


## What the Research Says: Public Servants

- Motivated by service, fairness, mission, and impact
- Engagement rises with connection to purpose and recognition







## Daniel Pink's Motivation Model (Adapted)

## Different Mindsets

### Growth

- Sees potential and learning opportunities
- Influence

### Fixed

- Believes capabilities are static

# Servant Leadership in Public Service

- Put people first
- Remove barriers
- Ask: “How can I help?”



# Ownership without Ownership Perks

- Empowerment without financial stakes
- Give responsibility and voice





## Clarify the Mission, Connect the Dots

- Catch people doing good work
- Normalize respectful feedback and idea-sharing



## Communicate with Transparency and Intention

1. Be open about decisions
2. Set consistent expectations
3. Genuine connection



# Practical Tools for Leaders

- Conducting Stay Interviews
- Recognition
- Leading Up, Down, and Across
- Time Management for Impact





## Case: Budget-Limited Department

### Scenario:

A department can't afford new hires or bonuses for recognition.



## Case: No Promotions, Still Engaged

### Scenario:

Unable to promote employees,  
but want to provide growth still.



## Lessons from the Field

Culture > Compensation

Consistency > Charisma

## Recap: Mindsets and Strategies

- Lead with purpose and clarity
- Use what you can control
- Small actions have big results





## What Are You Going to Do?

- “What stood out to you? What’s one idea you’ll take back?”
- “In the next 30 days, I will...”

# THANK YOU

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