

The Difference Between a “Boss” and a Leader ... and How It Affects Employee Engagement

Businesses worldwide often deal with the challenge of low employee engagement. In fact, less than a third of U.S. employees and only a small percentage of global workers report they are enthusiastic about their jobs. [Research conducted by Gallup](#) identifies that managers account for a staggering 70% of variance in employee engagement scores across different business units and concludes that poor leadership fosters disengaged and underperforming workforces, ultimately hindering organizational success.

What makes a great leader? Great leaders are skilled coaches who can get the best out of their people. They adjust their approach to fit each team member while focusing on their strengths. The challenge is, companies often pick the wrong leaders, which can lead to low employee engagement and under-performing teams.

To select a great leader, look for these key qualities:

- **Effective Communication:** Great managers communicate clearly and regularly, fostering trust and transparency. This includes face-to-face meetings, phone calls and electronic communication, and also goes beyond just work tasks. They build genuine relationships with their employees by showing they care about them as people.
- **Clear Goal Setting:** Strong managers establish clear goals and revisit them frequently with their teams. This creates a sense of purpose and direction for employees, eliminating feelings of confusion or disconnection.
- **Focus on Strengths:** Effective managers focus on building on employee strengths, not dwelling on weaknesses. This approach leads to higher engagement and a higher quality of work as compared to solely highlighting shortcomings.

Great leaders aren't created overnight. As an employer, it's important to identify high-potential leaders and invest in their leadership development so they can lead their teams successfully. [Individual](#) and [group leadership coaching](#) are excellent tools to develop the next generation of leaders so they can lead [high-performing teams](#). By doing this, you'll unlock the potential of your most valuable asset: your people.

[Learn more](#) about how individual & group leadership coaching from TLC can deliver lasting results for your organization.