



Engagement Box Program

U.S. Department of Veterans Affairs (VA), Veterans Health Administration (VHA) National Center for Organization Development (NCOD)

Origin: Designed by the Veterans Health Administration (VHA) National Center for Organization Development (NCOD) to raise senior leader awareness of employee engagement drivers and provide them with ideas for improving engagement at their sites.

Description: The notion of sending custom, themed products isn't new. In the private sector, there's a recurring subscription box service for almost everything. In VA, the Engagement Box program was used to de-mystify the process of keeping employees engaged at work, and, most importantly, make it fun and easy for senior leaders to do. Each quarter, VA senior leaders received an updated Best Places to Work (BPTW) score for their site and a box full of custom-designed tools and activities for promoting engagement. The boxes were themed each quarter according to one of four drivers of engagement including (1) servant leadership behaviors, (2) employee's voice, (3) innovative environment, and (4) people focus.

Target Audience: All VA site-level senior leaders (approximately 300) received a physical Engagement Box. All box contents are designed and packaged in-house by NCOD.

Program Resources: Sample Engagement Box content

Results: Upon evaluating the first Engagement Box, the Executive Perspective (a magazine-style interview with a high-performing senior leader) and book activity were fan favorites. We also received qualitative feedback like "Great job, made me feel like this was a team!" and "Keep them coming, I actually really liked everything, thank you!" NCOD's Executive Director and Engagement Box coordinator met with the PMA group in 2018 to share this promising practice.

Point of Contact: If your organization is interested in adopting this best practice and you have additional questions or feedback, please contact NCOD at 513-247-4680 or via email at VHANCODSeniorStaff@va.gov.