

DEVELOPING AN EFFECTIVE EMPLOYEE ENGAGEMENT STRATEGY

Group-2

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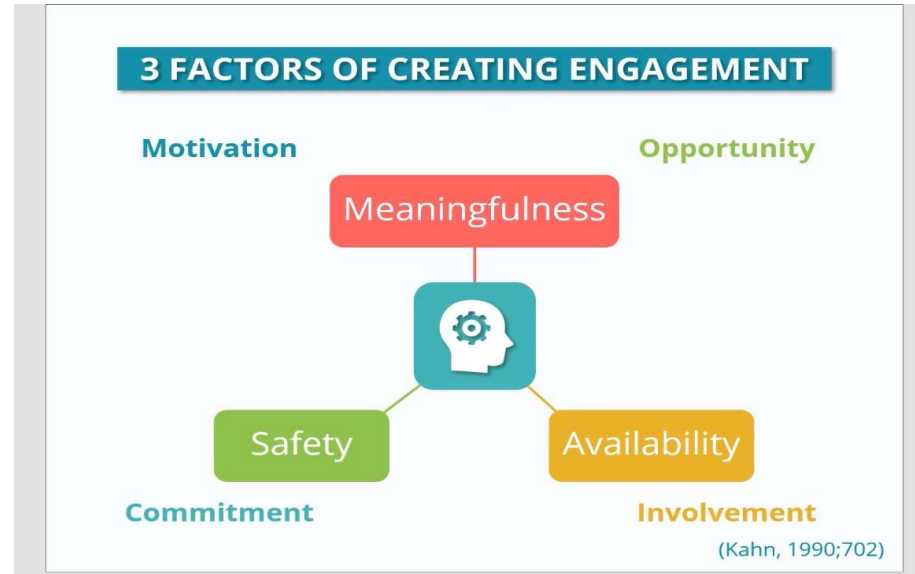
- Introduction
- What is employee engagement?
- What are employee engagement strategies?
- Why is an employee engagement strategy important?
- What impacts employee engagement?
- Example of effective employee engagement strategies?
- Strategies
- Conclusion



What is Employee Engagement?

-Employee Engagement refers to how invested people are in both their everyday work and the success of the business as a whole.

- It is also the emotional commitment the employee has to the organization and its goals.
- This emotional commitment means engaged employees actually care about their work and their company.
- They don't work just for the pay, but on behalf of the organization's goal.
- According to Gallup's 2020 study on employee engagement and performance teams with higher employee engagement saw both a reduction in negative outcomes-like turnover and absenteeism and a big lift in organisational success
- Results showed businesses with high employee engagement experienced 23% higher profitability, 10% better customer loyalty, and 18% more Sales productivity.
- Kahn famously talked about employee engagement as bringing in or leaving out the personal self and console three factors that are meaningfulness, safety, and availability. (Kahn, 1990 ;702)



EXAMPLES OF EMPLOYEE ENGAGEMENT:

- One of the best organization Google provide diverse benefits to its employees to initiate Employee Engagement. They provide on-site gyms, free snacks, and laundry facilities. They also have a strong culture of Employee collaboration and innovation.
- Another example is of Amazon, they also provide free coffee and snacks to their employees Moreover company is expanding an existing program that gamifies warehouse work to encourage its fulfillment center employees to improve their efficiency and compete against others for digital rewards like virtual pets.

EMPLOYEE ENGAGEMENT IS BENEFICIAL FOR BOTH ORGANISATION AND EMPLOYEES:

• Benefits for organizations:

- **Increase productivity:** Engaged Employees are more likely to be productive and efficient in their work.
- **Reduce turnover:** Engaged employees are less likely to leave their jobs.
- **Increased innovation:** Engaged employees are more likely to be creative and come up with new ideas.



For example: Amazon introduced a new program called FC games. It includes as many as six arcade-style mini games that can be played only by completing warehouse tasks in the workplace; this is how employees are engaged in their jobs and it helps the organization to increase productivity.

• Benefits for Employees:

- **Increased Job satisfaction:** Engaged workers are more likely to be satisfied with their jobs.
- **Greater career opportunities:** Engaged workers are more likely to be promoted and given more challenging assignments.
- **Increase learning and development:** Engaged Employees are more likely to be offered opportunities for training and development. This will help the workers to grow in their organization.

For example: A study by Aon Hewitt found that engaged employees are 20% more likely to be promoted.

- HSBC decided to introduce targeted career support for their workers which helps the staff to better manage and develop their careers. This shows that HSBC is looking after the future of its staff. This demonstrates that HSBC values its employee's skills.



what is an employee Engagement strategy ?

Employee Engagement is important but it is not so easy or simple, Research From Zenefits showed 63.3% of companies surveyed find it harder to retain employees than to hire them. That's where an employee engagement strategy comes into play. • Its plan detailing how your company will keep your employees engaged- a way for companies to be deliberate about getting people engaged.

- It's about creating an environment in which engagement is more likely to flourish.

Tips for creating an effective employee engagement strategy:

- Start with a clear understanding of your employees' needs and wants.
- Set specific goals and objectives for your employee engagement strategy.
- Implement a variety of initiatives that address the different needs of your employees

There are a lot of Employee Engagement strategies but the best approach will vary depending on the organisation and its culture.



Some examples of Employee Engagement initiatives that companies have implemented:

- Zappos is known for its focus on employees' happiness. They offer a number of perks such as unlimited vacation days and company-wide "Zappos culture day".
- Netflix gives its Employees a lot of autonomy and freedom. They are encouraged to take risks, which leads to a highly engaged and productive workforce.

Why Is an Employee Engagement Strategy Important?

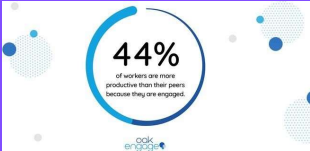
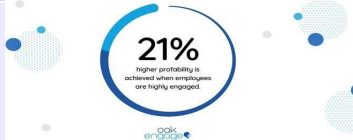
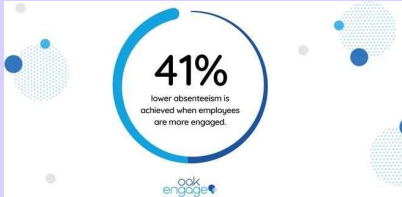
Before we ask ourselves why employee engagement strategies are important, we first need to understand why employee engagement is such a crucial component to a company's success. Survey from Gallup Shows that companies with a [highly engaged workforce are 23% more profitable](#). Not only does interaction make employees more productive, but they feel more inclined to recreate the value they are given.

The implementation of an effective employee engagement strategy will:

- Boost productivity
- Improve employee wellbeing
- Improve job satisfaction
- Make employees happier
- Heighten business connectivity
- Improve employee retention

7 Key Benefits of Engaged Employees

A company that supports and encourages employee engagement will ultimately be more successful and perform well overall. Here are 7 key benefits of engaging your workforce

1	Increased Productivity	
2	Greater Employee Retention	When employees can't utilize their strengths and don't feel challenged at work, they're likely to be unhappy and more likely to leave for another role.
3	Higher Profits	
4	Enhances a Culture of Employee Engagement	According to Forbes, it's a workplace that's "designed, first and foremost, around its company values."
5	Greater Employee Loyalty	
6	Lower Absenteeism	
7	Better Work/Life Balance	Engaged employees are able to have a better work/life balance

Example

Company xyz implemented an employee engagement strategy that included regular feedback sessions, skill development workshops and recognition programs. As a result employees felt more Invested in their work and connected to the company's goal. This led to a noticeable increase in their overall performance and creativity.

What Impacts Employee Engagement?

There are 7 main areas that have the most impact on employee engagement. If a company falls behind on any of these areas it could have a negative impact across the company.

Example

At company abc the management decides to focus on improving employee engagement. they introduced flexible work arrangements, encouraged open communication, and initiated regular team building activities. as a result, employees became more motivated and collaborative. the company noticed significant deduction in absenteeism and a boost in employee morale.

1	Communication and Goal Setting	
2	Work-Life Balance	Maintaining work-life balance helps reduce stress and helps prevent burnout in the workplace. If you're not providing flexibility in your workplace, it can lead to disengagement and a higher employee turnover.
3	Employee Recognition	Employee recognition in the workplace has to be a vital part of a company's culture. Most of an employee's motivation comes from getting recognized by their leadership.
4	Company Transparency	When transparency is added to the company culture, employees will be more engaged and committed to the vision of the company
5	Training and Development	Providing training and development to employees allows employers to pinpoint the knowledge and skills they want their employees to have.
6	Work Benefits	By adding employee benefits to an organisation, it can increase loyalty, focus and productivity, attendance and optimise recruiting efforts.
7	Autonomy and Challenges	More autonomy correlates to greater job satisfaction . The more control we have, the more motivated we become to succeed.

Example of effective employee engagement strategies?

An employee engagement strategy is a plan for raising morale and pleasure among employees inside a company. It focuses on creating an atmosphere at work where employees feel valued, motivated, and connected to their work and the organization's goals. The strategies you mentioned can help an employee engagement plan be effective. Let's take a closer look at them:

1. Begin with trust:

- *Honest and Open Communication:* Encourage management and staff to have open talks and information exchanges.
- *Upholding Promises:* Ensure that promises made to staff members are routinely kept.
- *Respect and Integrity:* Promote a culture that values employees and upholds ethical conduct.
- *Company Faith:* Employees are more likely to be engaged and dedicated when they have faith in the company's leadership and its aims.

2. Give your employees autonomy:

- *Making decisions Power:* Give workers the freedom to choose and decide on duties linked to their work.
- *Ownership:* Enable staff members to take charge of their initiatives and results.
- *Innovation and Creativity:* Employee autonomy fosters the development of inventive problem-solving skills.
- *Motivation:* Workers are more driven to perform well and contribute effectively when they have control over their job.

3. Evaluate your communication and alignment:

- *Information Flow:* Assure open, transparent, and consistent communication channels throughout the organization.
- *Raising Employee Awareness:* Regularly share the organization's aims and objectives with staff to help them understand how their job fits into the larger scheme.
- *Feedback Mechanisms:* Establish ways for staff to offer frequent feedback and recommendations.

4. Get to know and care for your employees:

- *Individual Understanding:* Invest time in learning about the ambitions, issues, and strengths of each employee.
- *Supportive Approach:* Provide aid and encouragement for workers' professional development and welfare.
- Employees are more likely to be interested and devoted in their work when they feel valued and cared for.

5. Introduce a peer-to-peer⁺ recognition system to recognize daily accomplishments

- *Daily Achievements:* Regularly recognize and recognize staff members' modest successes.
- *Peer recognition* initiatives foster a positive environment and support constructive work practices.
- *Team Building:* Employees work more cohesively when they value one another's efforts.
- *Work Satisfaction:* Regular positive reinforcement increases work satisfaction and morale.

6. OFFER LEARNING OPPORTUNITIES AND CONTINUING EDUCATION

- "Employees feel appreciated and cared for when they are given help to learn new relevant skills or enhance current ones. Because there are defined avenues for professional growth and development, our employees are significantly more involved in the business.
- "This learning and development effort helps staff members comprehend how we regard them as unique individuals and choose to invest in them rather than replace them with alternative prospects for the talents we want. Employee motivation to learn and improve their work is increased as a result.

7. CREATE A TRANSPARENT WORK ENVIRONMENT

- If your staff don't understand what is going on behind the scenes and for the project they are working on, they won't be able to put their all into it. Being open and honest with your staff is crucial since it will encourage their involvement in the company.
- Leadership may use choices and policies as a springboard for more openness; they can be forthright about internal issues inside the company.

8. BE FLEXIBLE, AND OPEN WITH EMPLOYEE FEEDBACK

- The key is allowing your colleagues to speak out and being open to what they have to say. When your staff members feel like you are paying attention, they are more inclined to participate and take initiative inside the business.
- Create a method or platform that allows staff members to ask the appropriate persons questions and discuss their views.

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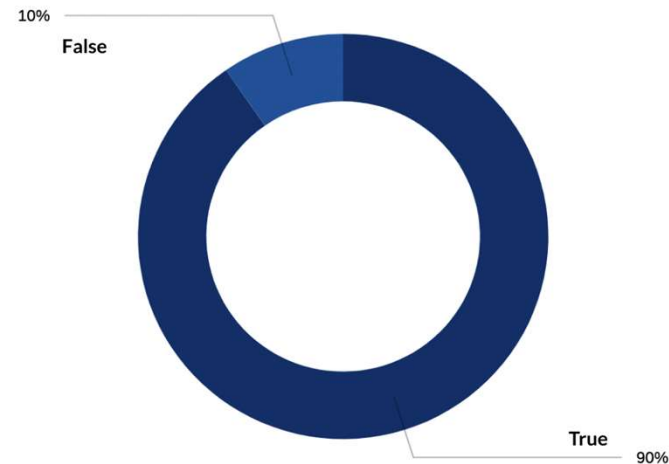
9. CREATE A PSYCHOLOGICALLY SAFE WORKPLACE FOR YOUR TEAM

- People feel comfortable presenting their whole, real selves to work when psychological safety is there, and they are also alright with "laying themselves on the line" in front of others. Organizations with psychologically secure work environments—where staff members are at ease raising difficult issues, asking for assistance, and taking measured risks—benefit greatly from having them.
- In contrast, programs that aren't functioning continue forward nonetheless, the organization isn't set up to avoid failure, and talent starts to disengage when psychological safety at work is poor and individuals feel uncomfortable addressing concerns. Employees are not stress-tested, procedures are not streamlined, solutions are not reviewed, and the company misses the chance to fully use the contributions of all its personnel when they are not totally dedicated to shared organizational success.

10. BE DELIBERATE ABOUT COMPANY CULTURE

- In contrast, when psychological safety at work is inadequate and people feel uncomfortable bringing up concerns, programs that aren't working continue anyway, the company isn't set up to prevent failure, and talent tends to disengage. When employees are not completely committed to shared organizational success, procedures are not stream lined, solutions are not examined, and employees are not put under stress. As a result, the firm misses the opportunity to fully use the contributions of all of its employees.
- Eric's argument inspired us to consider how remote work fits into the discussion of employee engagement. Does the prevalence of remote and home-based employment alter how businesses approach employee engagement?

The shift to remote work has changed the way I look at employee engagement



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- According to our data, the answer is a resounding YES. A whopping 90% of the pros we talked with say the move to more prevalent remote work has shifted how they look at and approach employee engagement.

11. FOSTER A SENSE OF COMMUNITY AND TEAM BUILDING

- As there are more shifts online this one tip is more complicated because you cannot build a digital employee experience that creates a sense of community and team without being in the same room
 - There are few ideas which can help to foster a sense of community and team building
1. **Virtual Happy Hour:** Nowadays its bit difficult to do physical events so planning virtual events like happy hours could be helpful or maybe organizing group lunches could also work. For example, there are some companies that prepare drink kits or sushi making kits where they send team members everything, they need to learn how to make drinks or a sushi night where the team live streams with a chef and learn how to make sushi.
 2. **Simulate a virtual 'water cooler':** Working remotely has one of the biggest challenges that there is no communal space for authentic connections it is difficult to have water cooler conversations the same way on slack or scheduled video calls. For example, creating google hangout meeting rooms that are open during working hours for anyone to hop in and out of. By this way if one wants to collaborate or see what other team members are up to there is always room they can join.

12. DEFINE AND OPERATIONALIZE YOUR CORE VALUES

- The development of a strong foundational culture and clarity around core values go hand in hand in modern organization. Core values are the pillars that support culture
- Firstly, provide the context around each core value, then provide examples of behaviors in line with each value and finally showcase the behaviors that align with the desired culture and create pride for working at organization. This will provide a roadmap for employees how they should execute their job, interact with each other and above all serve customer lastly.
- For example, in order to make employees more engaged and feel part of the company as an executive we should set the overall company core objectives and values we must allow the employee to set their own goals and targets so achieve the company objectives.

13. Provide Regular Feedback

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- Providing proper feedback from the managers can make a huge impact in balancing positive and constructive business.
- A very common mistake managers make is giving feedback only when there is an issue at hand, by this way employees get the feeling that they are not doing good job which can affect on motivation and self-confidence. If employees get proper feedback the situation will be opposite and as result employees will improve and eventually, they will feel motivated so it will be beneficial to organization in the end.

14. Make Employee Well-Being A Priority

With ever connected devices newly crowded offices and much of social life on hold for past years. Overwork and burnout are an all time high for many employees and there is no room for engagement

- For engagement of employees, we can provide health and wellness opportunity to our employees it will not only benefit employee but it will be a help to business and organization. When employee's health and happiness matter to organization employees will feel valued as member of the company and when they feel valued their stress will reduce and they will engage as result they will enjoy the work they do.
- For example, providing some activities like softball league or offering gym membership it will show empathy for them and care for their overall wellness. As a leader we should ensure that they are not overworking and maintaining work-life balance.

15. Provide Extra Employee Perks and Privileges⁺

- In current years competition for top talents has skyrocketed maybe extra perks and privileges have sprung up and some of them are not extra anymore. For example, commuter benefits, continuing education coverage, equity packages these are some perks employees can have, organizing yoga classes to relax their mind and body. These activities can help them to improve their mental health and will keep them engaged. Providing discounts in shopping malls could be helpful to engage them more. For example, Sainsbury's provide special colleague discount cards so that they can buy things with special discounts from any branch of the Sainsbury's.

Conclusion

Employee Engagement is must for every organization because practice of employee engagement can improve organizational citizenship behavior. Employee engagement is a continuous journey that requires HR professionals to be proactive and adaptable. By fostering open communication, recognizing achievements, promoting growth, prioritizing work-life balance, building strong teams, and aligning employees with organizational goals, we can create an engaged workforce that thrives. Remember, engaged employees are the driving force behind a successful and sustainable organization.

Here are some recommendations for improving employee engagement levels:

- Create a clear and compelling vision for the company.
- Set clear goals and expectations.
- Give employees a voice.
- Offer opportunities for growth and development.



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THANK YOU

