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1. Phases of Employee Engagement:-

Over the past several years, the idea of employee engagement has started to get the attention of the business world. Simply said, a company will be more profitable if its employees are more engaged.

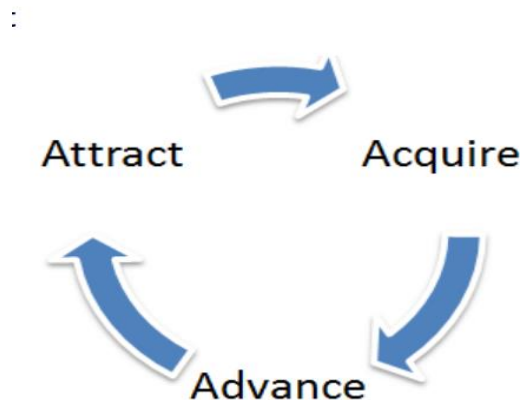
Engagement of employees is essential. While average and poor performing firms have only recently begun to take this truth seriously, highly productive organisations have long known it. Engaging workers and helping them find purpose in their work makes sense.

Employees who do not recognise how they contribute to the success of their company will not remain there for very long. If they were to receive an offer of a high-paying job in the next months or years, they would prefer to think about quitting.

Employee engagement is a long-term process that goes through many phases that describe the degree of the relationship between the employee and the employer in terms of engagement, participation, attachment, and belongingness. Each firm seeking to boost profitability must go through these stages of employee engagement in a continual cycle.

There are three phases in employee engagement as follows:

1. Attract
2. Acquire
3. Advance



Source : [3 Phases of Employee Engagement \(managementstudyguide.com\)](http://3 Phases of Employee Engagement (managementstudyguide.com))

❖ **Attract:-**

The initial stage of the employee engagement cycle involves luring the top talent in the sector. Creating a favourable image of the workplace and employee career for a future employer is the goal of this phase. It all comes down to meticulously crafting an image that is true, honest, and crafted as an employer. Although indirect, this is the first impression that prompts a sizable number of applicants to submit applications for open positions in an organisation. The employee engagement cycle's initial step is its most crucial one.

Employees are another factor contributing to an organization's reputation. They are considered internal customers in addition to being employees. Their level of employment and professional happiness reflects on their workplace. They shouldn't be taken for granted as a result. Along with bringing in outside talent, it's critical to maintain the interest of current employees in the company.

❖ **Acquire:-**

The acquire consists of several elements. It comprises (1) how job seekers are treated when a post is advertised (2) honouring the commitments made when employing them and (3) creating an appropriate work environment for new hires.

Interested applicants submit applications in response to job advertisements. Their applications creation processes, the organization's response, and how they are addressed all reveal a lot about an organization's reputation and workplace culture.

The best personnel should be hired for the job. The organisation must make an effort to uphold all the commitments made to candidates throughout their onboarding phase.

In addition, when their expectations are compared to reality, they should feel satisfied and joyful. Maintaining their engagement requires fostering the appropriate work culture.

Giving them difficult assignments from the start will help them get ready to perform at their best. As soon as people choose to work for the business, they begin to form a habit or culture.

❖ **Advance:-**

The final but never-ending step involves constantly transferring the talent. Along with compensation increases and promotions to higher positions. It also entails developing the personnel in more concrete and intangible ways. When done properly, job rotation may help people gain experience, responsibility, and a sense of belonging. The secret to keeping individuals on board and shaping their general personalities is to advance the personnel in every way, whether financial or non-financial.

2. Key Players To Enhancing Employee Engagement

The majority of businesses believe that improving levels of employee engagement is a result of their performance management system, evaluation process, and award programmes. True, but only in part!

The majority of businesses are unaware that engaging in human connection with one another is possibly one of the most crucial factors in ensuring that workers are motivated to give their all and develop their competencies. It is not just a fundamental requirement, but also the only thing that sustains an organisation.

The attitude of an individual is greatly influenced by everyone who interacts with them, including top management, senior leaders, direct supervisors, and human resource team members.

Although it is true that well-designed rules and practises are necessary to support company operations and other initiatives aimed at boosting employee morale and increasing performance by raising engagement levels. However, the value of human interaction cannot be understated. After all, behaviour management is a part of the employee engagement process.

It should come as no surprise that disengaged workers negatively impact company's reputation in the corporate sphere. The most acclaimed organisations in the world were able to maintain employee engagement by giving people more difficult assignments that matched their skill sets. Employee development is a top priority for them. But who will investigate the cause of their underwhelming performance is the real mystery. What will maintain their attention on their goals? How can influence both their performance and that of business?

It goes without saying that all of this may be learned via an employee's interactions with the people working in the human resources department and their immediate supervisors. The top management may assist the whole employee engagement process by setting priorities, making investments, and developing and putting into place various processes after the data has been gathered.

There are mainly three key players which are plays vital role to increase the employee engagement. The key players are as follows:

1. Immediate Supervisors and Managers
2. Human Resource Department
3. Senior Leadership or Top Management



Source : [Key Players in enhancing Employee Engagement \(managementstudyguide.com\)](http://managementstudyguide.com)

❖ **Immediate Supervisors and Managers :-**

The managers and direct supervisors at the base of the pyramid have the biggest impact on raising employee standards. As they spend more time with them than with HR personnel and senior leadership. They are better able to predict their behaviour and identify the factors that will keep them engaged.

Although upper management or HRD provide the guidelines, it is the employees that carry out the procedure and assess the level of employee satisfaction. They may engage with the staff and fill scorecards with information on their actions, their motivations, and their degree of work satisfaction. This is both the first and most crucial phase in the entire procedure.

❖ **Human Resource Department:-**

The human resource department analyses the information gathered by the managers to identify personnel trends. They include the most frequent causes of low employee engagement as well as the most frequent opportunities to raise it. They carefully examine each case in order to spot any systemic flaws and alert upper management about concerns.

❖ **Senior Leadership or Top Management:-**

They examine the complete report as well as the procedures created by the HRD or a management consulting company to raise employee engagement levels. By establishing priorities and making investments they support the process.

3. 3 C's Of Employee Engagement:-

Even in highly productive firms, the days of significant income or salary increases are long gone. It cannot sustainably raise employee engagement levels inside the company. As a result, the HR managers had to think of other ways to motivate employees, including Friday parties, picnics away from the office, birthday or anniversary games of cricket or football, cultural festivals, competitions for painting and quizzing, childcare for employees' children, movie tickets, and coupons for discounts at local stores, among many others.

In addition to all of the well-known methods stated above, there are other factors that are crucial in raising employee engagement levels. That factors are known as 3 C's namely as follows:-

4. Career
5. Competence
6. Care

3C Techniques of Employee Engagement

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Source : [3c Techniques Of Employee Engagement | Templates PowerPoint Presentation Slides | Template PPT | Slides Presentation Graphics \(slideteam.net\)](#)

❖ Career:-

When people join a company, they want to grow their careers there. They will feel recognised to belong to the organisation if the top management and immediate managers invest focused time in establishing the careers of its personnel. When the management encourages them to further their professions, they feel motivated.

Through work rotations, rewarding them with meaningful responsibilities, difficult projects, and promotions, an organisation may provide its staff the chance to advance professionally. Additionally, they should be allowed a certain amount of power and independence so they may make their own judgements. If firms actually engage in advancing the careers of their employees, a completely new breed of workers is produced.

❖ Competence :-

The key to competence is the capacity for development. Employees need to get regular seminars and training in order to advance their knowledge and abilities. The development of marketable talents need to be the main emphasis. After a few months, the majority of workers start looking for ways to further their careers and gain new skills inside the firm. While a career concentrates on real advancement in terms of designation, pay, benefits, and power, competency is the capacity to advance by taking advantage of chances.

❖ Care :-

Care is considered the best managerial skill since it allows managers to make staff members feel essential to their business. Managers must have empathy for others, be attentive to their needs, and comprehend their unique issues. Employees are made to feel that they belong to the business and that the organisation belongs to them by tiny, everyday acts of kindness

Powerpoint Presentation Slides

Phases of Employee Engagement

There are three phases as per follows:-

1. Attract
2. Acquire
3. Advance

1. Attract

- The first phase of the employee engagement cycle is attracting the best talent from the industry by using various ways.

2. Acquire

- The acquire image involves more than one thing. It includes (1) the way the potential candidates are interacted while advertising a position; (2) keeping the promises that were made while hiring them and (3) providing the new joiners a right kind of work culture.

3. Advance

- This phase involves continuous moving of talent.

Key Players in Enhancing Employee Engagement

There are main three key players which are plays vital role to enhance employee engagement. They are as per following:-

1. Immediate Supervisors and Managers
2. Human Resource Department
3. Senior Leadership or Top Management



3 C's of Employee Engagement

3C Techniques of Employee Engagement

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