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Introduction

In the recent times, the concept of employee wellbeing has generated growing significance. This report shall be related to an online conference regarding the current pandemic situation and come up with ways of guaranteeing workplace safety. In this, it shall investigate the operations of Marriott County Hall Hotel, which is part of Marriott International Hotels.

Established in Westminster, London, the iconic Marriott County Hall hotel has 206 bedrooms, with a major attraction opening view to the Big Ben (marriott.com, 2020). The report shall review the ways of driving employee engagement in the company and evaluate tools for measuring the same. It shall also construct a value proposition for the employees.

Main body

Review the concept and drivers of employee engagement

Due to COVID-19 the whole world is affected by the pandemic. The business of Marriott International Hotels generally and Marriot County Hall has fallen due to the ongoing pandemic. The business is getting normal as people are going outside and everything is getting normal. So many employees have left their jobs because of the risk on their health and most of the employees are not engaged with the organisation fully. In this situation, the organisation needs to follow some drivers to increase the employee engagement within their organisation.

Workplace culture and Workplace safety

In order to increase the engagement of their employees the organisation need to focus on their work culture within the workplace. In this current pandemic time organisations have divided the roles and responsibilities clearly (Mann and Harter, 2016). The organisation has clearly mentioned the employees from sales and service desk will entirely work from their home. The employees from operation department will do their job with full protection and the organisation is bidding to provide all kind of safety to their employees. When the organisation will provide all required safety to their employees, they will be satisfied with the service they are having from their workplace and they will be more engaged to their jobs. The organisation is also providing flexible timing of duty to their employees so they can contribute to their organisation with full determination.

Leadership

The employees of Marriott County Hall Hotel will be more engaged when they will observe their leaders working so hard to offer them safety and making them priority for the success of their organisation (Popli and Rizvi, 2016). Leaders need to take care of their employees as they are the main drivers of their success and make them more engage towards their job, therefore they will have and improve good relationship with their employees by providing them all kind of facilities they need at this point of time.

Job designing

People's lifestyle in all sectors has changed due to this pandemic. The employees from different departments are not able to do the same job that they naturally used to do. The organisation needs

to restructure the roles and responsibilities of their employees. Suppose the employees from operation department are not able to come to the workplace because of the ongoing situation, the organisation needs to change his role so he can work from his home (Khodakarami and Dirani, 2020). This way the organisation will be able to gain the trust of their employees and employees will be more engaged to their jobs and will do their jobs efficiently and effectively.

Evaluate diagnostic tools to measure engagement

While companies and business owners come up with ways and means of undertaking employee engagement, they need to undertake strategies and tools for measuring the level of effectiveness of the employees. If they lack the same, they might fail in enforcing their employee engagement strategies. The following tools might be effective in this regard.

- **Pulse surveys:** Companies such as Marriott are observed frequently using this type of tool for measuring the employee engagement. These are short and frequent surveys containing questionnaire to understand the mindset and mentality of the employees towards the work structure (Welbourne, 2016). It allows the business owners to understand if the employees are satisfied with the current strategies or if they need to modify and make changes within the same.
- **Workplace auditing:** Business owners of Marriott often depend upon generating reports regarding the overall workflow of the company and gather information regarding employee engagement from the same. The audits within the workplace help them understand the current strengths and weaknesses within the same (Bag, 2020). This way, they are able to understand the current level of employee engagement and the requirement to come up with new strategies for the same. They are also able to work on improving the current drawbacks and shortcomings.
- **ROI calculation:** The HR departments of most companies such as Marriott are observed calculating the level of ROI depending on employee engagement. Business review articles have revealed increase of 0.1% to the sales of \$100,000 in average in terms of ROI (Phillips *et al.*, 2016). Improved employee engagement helps in increasing ROI in terms of the average sales, as the employees normally feel more boosted and energised with effective engagement strategies in their companies.

- **Attendance and turnover rates:** Marriott work with many staffs. The owners need to ensure that the attendance of the employees is regular and stable. In case of growing absenteeism, they might feel the lack of employee engagement (Al-dalahmeh *et al.*, 2018). Increasing employee turnover rate is another major signal for the weak employee engagement within the company, which is compelling the employees to resign regularly. Therefore, strategies need to be changed.

It might be observed that large sector companies such as Marriott is, need to come up with effective employee engagement policies for maintaining their current workforce. Marriott County Hall has a large workforce, and the owners might fail to retain them long term if they are unable to understand their needs and engage them directly with the workflow of the company. Currently, the organisation has used several engagement policies and drivers such as workplace safety, flexible working hours, high payments, rewards, job designs, various trainings and so on (Saha and Pandita, 2017). However, they need to measure the level of employee engagement to ensure that their strategies are effective for meeting the needs of the employees. They also need to understand the current strengths and weaknesses within their services. For instance, the organisation has generated negative impact for irregular working hours. This might result in lowering staff morale and in creating dissatisfaction among them, therefore this issue must be resolved.

Construct an employee value proposition from the ideas and analysis previously covered, including strategies to raise levels of engagement

Developing **employee value proposition** might be effective for large sector organisations such as Marriott County Hall Hotel. It refers to the unique set of offers and values for influencing the targeted candidates (Pawar, 2018). It is often helpful for attracting and retaining effective bunch of talent for a company. Business owners use EVP for increasing employee engagement and using its various elements for improving their performance quality. The main elements of the EVP are as follows.

- **Compensation:** This is a major element, as it helps to enhance employee satisfaction. It might include factors such as salary, hikes and promotions. These are designed usually to enhance the satisfaction of the employees and helping them adjust to the work structure of the company (Knoepke, 2020). Other than this, business owners might use aspects of fairness and just decisions, while maintaining proper timelines in terms of working hours. They also use evaluation system for examining the performances of the employees and providing them with rewards and appraisals accordingly.
- **Benefits:** These are designed again for providing benefits and facilities to the employees for increasing their satisfaction and commitment towards the company. Employees often judge the quality of work and job satisfaction based on these facilities and benefits. This might involve frequent leaves, flexible working hours, work life balance, innovative working system and so on (Charak and Zaware, 2020). Companies also provide insurances, retirement policies, and education loans and so on. This way, they can win the satisfaction of the employees and thereby retain them for a longer term within the work structure.
- **Career:** Companies such as Marriott try to appeal to the employees by showing their genuine interest in their career development. They provide them with effective trainings and development programs for increasing their efficiency and accuracy levels (Swider *et al.*, 2017). They are also able to learn new skills. Apart from this, they might use career-counselling programs, consultations, and evaluative feedbacks. This way, they can improve their overall work structure at large. They are also able to progress in course of time.
- **Work environment:** Most companies such as Marriott try to develop a healthy and effective work environment for encouraging the employees and generating their satisfaction. For

this, they try to provide the employees with appropriate recognition for their improved work quality (Mani, 2016). They also recognise the personal achievements of the employees for their satisfaction and inspiring the others for the same. They also provide them with work life balance and help them adjust to the healthy work environment while declaring roles and responsibilities in clear terms.

- **Culture:** Finally, it might be observed that the work culture of a company plays a major part in securing employee engagement and satisfaction. It involves the details of the rules and regulations of the company, providing the employees to understand their validity. It also involves the roles of the leaders and managers to support the workforce and participate in their work structure largely (Thornton *et al.*, 2018). Apart from this, the approaches of the company towards their social responsibilities also play a part to shape the work culture. The employee value proposition for companies such as Marriott is developed often on these factors.

The organisation can increase the engagement of their employees through good strategies. Many of the factors can increase the meaningful engagement. The organisation can improve the engagement of their employees by paying utmost attention to their employees. The strategy of employee engagement helps to feel the employees valued for the organisation and emotionally connected to their roles and responsibilities as well. Here are some ways by following which the organisation can increase the employee engagement such as:

Listening to their employees

In order to enhance the employee engagement, the organisations should listen to their employees. The organisation should focus on what problems they are having during the work time. Doing this, the organisation can understand what reasons are stopping the employees to be more engaged in their work ((Hautz *et al.*, 2018).). Therefore, they will be able to act accordingly and solve their problems which will result in engaging the employees more in their job and workplace.

Providing safe workplace

In the recent time when the whole world is suffering from COVID-19, organisations needs to provide a safe workplace to their employees. The employees will be more engaged in their work when they will get full protection in their workplace. For this, the organisation needs to keep clean the workplace always and should sanitize the workplace on regular basis. Up to date trainings in this sense are vital. The organisation needs to set some rules of social distancing in their workplace as well. On the other hand, the organisation needs to provide the meals to their employees, so they do not require going outside for having the meals. This will provide full safety to their employees and employees will be more engaged to their works.

Providing medical security

This is the most important factor in the current situation of the entire world. The organisation should take care of the health of each employee by giving them full security and protection, trainings, so they do not face health hazards at the time of doing their jobs in this pandemic. The organisation needs to declare a decent amount of medical coverage to each employee focusing on COVID-19. When the employees will psychologically feel safe, they will be more engaged to their jobs as back of their mind they will know that the organisation will act if anything happens (Sharma and Garg, 2017). This way, they might be able to develop satisfaction among the employees.

Conclusion

It might be observed that the current market of growing competition requires employee engagement for the growth and success of most companies. This report focused on Marriott County Hall Hotel, as the hospitality industry depends upon the abilities of the employees for their success.

The report explored the concept of employee engagement and its importance in an organisation, reviewing the details of the current employee engagement activities within the company and their effectiveness. It further identified and evaluated some of the most widely used tools that measure engagement in the workplace and investigated the details of the employee value proposition and constructs the same for the company, keeping its current strategies in mind. It also evaluated the current strategies of the company regarding enabling and improving employee engagement.

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