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Introduction

Improving the performance and the wellbeings of them, in the organization, their engagement in the workplace is a must-needed thing. This is critical for retaining valuable talent and for employee satisfaction. Leaving the organization, employees have a tendency. Organizations give challenging issues so that they remain engaged. Employees want to remain committed when they are engaging with organizational activities. Boosting the employee's engagement different tools are going to be used in this report. These tools will connect employee engagement in the organization. Employee engagement drives are to be discussed in this study. Strategies for employee engagement will be discussed to increase the level of engagement. The employee value proposition will be constructed through this project. Using some strategies it is going to be developed through the project.

Employee Engagement

The level of dedication a worker feels towards their job employee engagement can be defined in Human Resources. Engaging with their working activities employees are careful about their work. Employee engagement can be fostered through effective communication (Kular et al., 2018). For a company's success employee engagement can be critical. Employee job satisfaction, and employee morale links with employee engagement (Sun and Bunchapattanasakda, 2019). For employee engagement communication is very crucial to maintain the organization. Towards the company's values and goals engaged employees seem to be committed. Using many ways employers can encourage employee engagement. Rewards and promotions can be provided for the excellent performance of the employees (Saks and Gruman, 2015). Providing regular feedback about the performance of the organization employees can be engaged. Employees should feel they are valued and respected in the organization (Macey and Schneider, 2017). Their ideas and thoughts are being generated by the organization. Their work is meaningful and the organization should make them understand

it. Supervisors are to appreciate employee engagement for their contribution. Employees are entrusted with the success of the organization and it should be understood (Anitha, 2016). An emotional connection is developed with their organization by the engagement of the employees. Engaged employees are very productive for the organization, and loyal to their employers. Being motivated engaged employees to work hard. To perform at high-level engaged employees are rationally connected.

Drivers of employee engagement in the organization are given below:

Trust in Leaders

Employee behavior, their attitudes towards other employees, and other workers' leaders set the employees. A leader's actions can be encouraging and discouraging while engaging the employees. This can be called one of the important drivers in engaging employees.

Relationship with coworkers

Employees need to develop a productive and positive relationship with coworkers as it is directly related to employee engagement. Teamwork helps to build a strong relationship with their coworkers. Sharing different experiences and brainstorming with coworkers can maintain a positive relationship.

Opportunities for learning and development

The important driver for employee engagement is to create opportunities for their learning and development. Trying new things in the workplace and learning new skills employees' can reduce their boredom and helps to achieve their career aspirations. Meaningful growth, learning opportunities can improve employee engagement.

Opportunities to give and receive feedback

Driving employee engagement direct feedback is very powerful. Employees and employers will be helpful by giving and receiving feedback. Leading to higher engagement and better performance employee engagement is very important.

Recognition

Providing a sense of better accomplishments, motivating the employees, and making the employees feel valued recognition is very important in the workplace. Recognition not only

leads to higher retention but also boosts employee engagement. Companies can grow their profitability more than three times than their competitors by employee engagement.

Empowerment

The autonomy empowerment in people empowerment can be defined. Representing their interest in a responsible way empowerment helps them to act their authority. Empowerment in employee engagement is the process of becoming more stronger. Overcoming the powerlessness, and lack of influences empowerment is the process of self-empowerment and supporting the professionals.

Shared values

Sharing the common work attributes, and principles with the coworker's employee's values can be shared. A feeling of camaraderie and mutual interest in success can be established. Employees' values are aligned with the organizational value through this driver. Engaging the employees in value sharing is very important for the firm.

Utilization

Employees can feel how the organization is using their abilities in this driver. Employees can feel that they have a direct impact on their activities through their knowledge and skills. Evaluating the responsibilities of the employee's proper utilization of their engagement can be evaluated. Growing and developing the skill sets is very important for the employees.

Evaluation of the Tools for Measuring Employee Engagement

Improving employee engagement frequent feedback is essential. Performance management should incorporate ongoing, regular feedback. Being more driven and exciting about the work employees are more engaged in their organization (Shrotryia and Dhanda, 2019). Keeping the staff in the workplace connected and inspired in a remote workplace employee engagement is vital. The strategies of employee engagement have to be grounded in employee feedback and critical data (Stoneman, 2017). Engaging the employees is the cornerstone of a business to be successful in measuring and tracking employee communication. Reducing the turnover, increasing organizational productivity measurement of employee engagement is needed. Organizations are facing a lot of challenges for which they are focusing on employee engagement (Shrotryia and Dhanda, 2020). This will lead to the success of the organization. Measuring the tools effectively and efficiently employee engagement is very much needed.

Tools that are to be used in measuring employee engagement are given in the following:

Employee survey

The most useful and common tools for measuring employee engagement are surveys to get feedback from employees on their feelings and attitudes. Increasing the participation rate of surveys allows asking for more honest responses from their respondents where surveys are the most effective way. By understanding the employees' motivation, job satisfaction, lifestyle a good survey can be helpful.

HR tools

Using versatile software companies are increasingly using supplementing periodic surveys for gathering and tracking employee engagement. Managing the employees and their data by storing results through survey that too in one place modern HR tools are being provided. Facilitating conversations that are frequent and feedback between managers and employees performance management software is crucial.

Social media

Employers have a powerful tool at their fingertips with the rise of social media. Monitoring the glassdoor ratings and reviews companies can measure employees' sentiment. Using the company internet, social media allows employees to post ideas and engage in conversations is useful. Understanding the team in a better way and getting a better sense of their morale and the overall company culture, social media gives opportunities to the managers.

Exit interviews

Via a well-designed engagement survey is important by asking the right questions. But asking the tough questions is important. Identifying the areas of improvement this valuable feedback can help to help attract and retain the best, fully engaged super employees.

Take advantage of the employee life cycle

Referring to the phases followed by employees during their tenure an employee lifecycle begins with acquisition and onboarding, followed by the development, and off-boarding. Organizations can continuously collect employee feedback throughout different stages of the employee experience. By building the employee engagement value proposition of the company's brand and culture are to be reinforced.

Employee Value Proposition

When rewards and benefits are received by employees in return for their performance employee value proposition can be defined then. Using this way companies attract the skills and employees they desire and keep them engaged (Browne, 2016). Like this, the organization keeps them in the competitive job market. Communicating the values and organizational culture employee value proposition take the focus off remuneration as the main reason for working there. Workers became more productive workforce at a cheap price, happier, committed which are the main target for any worker-centered organization. Improving the firm's picture in the eyes of consumers' employee value proposition has some benefits. To support the corporate value proposition employee value proposition is very important. An employee value proposition can be considered as assets in a company's balance sheet (Goswami, 2015). Improving the talent acquisition and retention that has a competitive advantage over the competitors, will be very unique for designing the employee value proposition. An employee value proposition is an employment deal where the expectations of the employers from the employees are being described and it will provide a unique return (Pawar and Charak, 2015). Steps that can be followed for constructing employee value proposition are given below:

Step 1: Assess what you currently offer

The organization should be clear about the branding assess what it can offer and what not. By making the EVP checklist company will offer each of them. While carrying out this activity it should be completely objective. Opinions from the existing employees are to be taken so that offers can be met.

Step 2: Interview your existing and past employees

By asking many questions with the existing employees and conducting a survey interview with the past employees' organizations can collect feedback from them.

Step 3: Define the key components of your EVP

Finding out the value proposition in the organization for the new employee findings are to be evaluated for attracting and retaining the top talented employees. Questions about salary ranges, career growth opportunities can be asked from the previous research.

Step 4: Write your employee value proposition

This step is to write the statement of the employee value proposition. When the differences from the competitors will be known by this organization, employee value proposition is to create the statement.

Step 5: Promote your EVP through the right channels

The website of the organization is to be used to promote the employee value proposition. Using channels firms can promote their activities. Internal and external communication can happen with this channel.

Step 6: Review the results

Using different metrics such as employee engagement on social media, falling attrition organizations can review their results of a value proposition.

Strategies to Raise the Level of Employee Engagement

Communicate deliberately and regularly

Communication is a system that ties the employee's relationship. Internal communication with the team members or other employees in the organization. Through communication, employees will find their lacking, share their values, culture, and experiences.

Invest in wellbeing

For a high level of employee engagement, high employee wellbeing is very important. For which a healthy workplace needs to be ensured for the employees. By giving training about mental health, maintaining healthy lifestyle organizations can invest in their employees.

Invite feedback

Using online surveys employers can technically invite their employees for feedback. Here staff's opinions and expressions can be seen through feedback.

Define the organization's purpose

The organization's purpose needs to be understood for the high level of engagement by the employees. By engaging themselves employees will work hard to achieve the purpose of the organization.

Empower the people

Workers can improve themselves when the organization will provide gifts and recognition for better performance. With the negative feedback, employees will try hard to improve themselves in the organization. Empowering the people will generate a new idea and new decision.

Recognition of good work

This is the crucial strategy for the high level of employee engagement in any organization. Recognition will inforced the employees to work hard. Their dedication level will increase.

Conclusion

Employee engagement is a very important issue in the workplace. When employees waste their valuable time either by gossiping or passing time organizations will fail to engage them in their activities. Achieving business goals helps to drive the organization forward for achieving success. Employee engagement leads to earn more profit. Customer satisfaction can be increased through employee engagement. Higher quality of working activities and products can be given. Employee reputations and companies output are to be increased through employee engagement. Completing the employee's journey hiring from leaving the organization their engagement is very important. To establish the employee value proposition employee engagement in the workplace is crucial. Strategies of employee value proposition have been described here in this report. The strategies of increasing the level of employee engagement is also discussed in this study.

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