

Assignment Title:Employee Engagement

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Module Title:Managing People

Module Code:LCBB5004

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Introduction

In the economy, the retail industries are an important part. But in the past few years, the pandemic COVID-19 smashed public health and the economy of the UK as well as globally so massively. This pandemic causes lockdowns, social distancing and many other restrictions that also impact the retail business and many other companies in the UK. The companies suffered a lot in this period, they had to work following all the restrictions and had to change their process. On this occasion, it is also important to stay safe. In this regard, many companies have already changed their working method to secure their employee's health conditions. The company's implemented work from home, produced flexible time and restructured the roles and responsibilities to make the workplace COVID-19 safe. The Chief Executive of a company attended an online conference where the agenda was to improve engagement in the workplace and employee wellbeing. The agenda is discussed through the following points.

Reviews the concept and drivers of employee engagement

Employee Engagement in workplaces is a pronounced topic in large and small scale industries however its execution is very poor. Companies hardly know what navigates the employee engagement, and what strategies can be outlined to gauge and enhance it when approached with employee engagement perception (Lemon and Palenchar, 2018). Employee engagement helps in understanding what motivates and guides actions of the employees and how this interprets into engagement, productivity and commitment towards the company in place of pronouncing it. Persistently these operations have changed and relocated situations reflecting financial conditions, generational transposition and comprehensive workplace direction.

Leadership or Management is one of the essential employee engagement operators. Leaders of a company are motivated in presenting a great workplace environment and employees of the company must have confidence in their leaders which leads to good teamwork (Schneider et al., 2018). Research conducted by Deloitte revealed that six out of ten(62%) employees who want to stay with the company have great faith in their corporate leaders. 27% of the employees who wants to change the company have the same faith in the corporate leaders whereas 26% of employees who wants to change their company next year do not have the same faith in the corporate leaders. CEOs and experienced senior leaders build the strategies and vision for the companies. Moreover, intermediate leaders have much more influence over senior executives. This is because middle

leaders have more interaction and engagement with the subordinate employees. In employee retention, management plays an important role so it must be imposed on HR policies to appeal to and sustain employees. Companies should stand by the statement that employees or talents are their priority (García et al., 2018). Employee engagement rate increases when employees are valued, recognized for their endeavours and motivated to prosper. A survey conducted by Dale Carnegie established the connection between managers and the organization and induced the feeling that intermediate managers are the main emotional force in the workplace. 84% of employees make their opinions towards the company under how the intermediate manager is treated.

The engagement of employees is enhanced by providing them with meaningful work. In 2020 Deloitte published its reports by conducting a virtual survey of over 560 employees from significant industries throughout the globe. Meaningful work appeared as the main problem out of other identified problems. The report revealed that 42% of employees who were searching for new jobs felt that their skills and talents were not utilised by their present organization. Of employees who were thinking of changing the company, 37% of them felt that there is a lack of progress in their recent companies and 27% found difficulty in their present job (Pambreni et al., 2019). If employees don't feel that their work is meaningful and engaging feelings of discontentment, inadequacy and disappointment grow. Meaningful work creates a feeling among the employees that their work is contributing to the well-being of humans. A clear goal and vision of a company help in attracting stakeholders, and partners and the importance of explaining the purpose to employees plays a significant role in employee engagement. Working towards a greater cause which is beyond an individual or organization creates a sense of accomplishment in the employees. A good relationship with co-workers helps in much more employee engagement. When there is a close friend in the company, employees are excited to come to the workplace. Employees can easily communicate, collaborate and excel in their respective fields (Buil, Martínez and Matute, 2019). The survey conducted by SHRM revealed that two out of five employees said that good relationships with co-workers increase work efficiency. Moral support increased productivity, loyalty and engagement are the outcomes of positive relationships with co-workers. Research reveals that good bonding and friendship with co-workers enhance the psychological satisfaction of the employees. Well, the being of the employees is improved through appreciation from managers and supervisors (Milliman, Gatling and Kim, 2018). Acknowledging each other's work

and respecting each other's differences and apologizing for each other's mistakes creates a healthy environment and increases employee engagement.

Diagnostic tools to measure engagement

After the pandemic, the concept of employee engagement has gained some popularity as most of the employees of the company have worked from home or distant remote places. In the post-pandemic era, the concept of working from home or working on flexible time has become quite normal. In these hard times, employee engagement has become a serious issue (Bakker and Albrecht, 2018). The company whose employees have tended to work harder and stick with the same company for a long time profited much better than other companies in the market. The concept of employee engagement issue is not about satisfaction or the amount of work done by the employees rather it is about patience, commitment, engagement and connection of the employees in their job roles in the company. However, the mental state of the employees fluctuates sometimes. They do not have the same level of engagement throughout their whole career. To measure the engagement of the employees with the company there are some tools with which the company would be able to measure the engagement of the employees with the company.

Reward and recognition programme

Reward and recognition programmes are the most common tools for measuring the engagement of the employees. It also has a direct impact on the employees' engagement with the company (Huertas-Valdivia et al., 2018). The managers and the HRs can be able to identify the employees who are engaged with the company by receiving recognitions and rewards at the programme.

Through surveys

Conducting surveys in the company between the employees is the most common and fruitful way to measure employee engagement in the company. It is the duty of the HRs and managers of the company to conduct small, simple surveys with the employees to know about their work experience in the office. It is very important to communicate in two ways. The HRs and the managers have to keep a piece of knowledge about what is going on between their employees and what they are thinking about their job life. The HRs and the managers should focus on the questionnaires about three basic things. These things are temperament, alignment and the future orientation of the employees.

One to one meetings

The HRs and the managers of the company should schedule meetings with their employees where they can freely share any information with them. It is very essential to communicate with employees about their whereabouts. To measure employee engagement properly, it is best to keep a random communication with employees.

Conducting interviews about exiting and staying

Employees leave a company or their job for many reasons. Sometimes they talk about finding a lack of excitement in their job role or often they complain about their salary. As an HR or the manager of the company, one should know about the actual reason behind leaving a job. To know the actual reasons, they have to conduct interviews on exiting the job or saying to them. The employees would be questioned about why they left the job and where were their dissatisfactions on them. By knowing the reasons, the company will improve in those areas and can increase employee engagement by improving them.

By measuring productivity and retention rate

To measure employee engagement properly, the company should measure the productivity and retention rate of the employees. The productivity and retention rate leave a direct impression on employee engagement. By measuring these rates, it will be very helpful to determine how the employees of the company are engaged with them.

Making small groups

The HRs and the managers of the company should make small focus groups for sharing various information and communicating with their employees. They can also be able to ask questions to the employees on various topics to know about employee engagement.

Employee value proposition

Employee Value Proposition i.e. EVP is a gratuity that you propose to your employees in consideration of their expertise, ability and execution. The Employee Value Proposition contained the perks of financial gains, new carrier additions, and other amenities. An employee's EVP also states the virtues and perception of the company. Employee Value Proposition is a concept where employees are eager to perform better for their company and it is a great way to construct your Employer's Brand. A Stable Employee Value Proposition accommodates a variety of features. These features specify the employees and other candidates who are connected to your organization how they will specify. There are some key elements or strategies of the Employee Value

Proposition which must be discussed to raise employee engagement. As we discussed the concept, drivers, other diagnostic tools and strategies to raise employee engagement, it is obvious that we have to focus on the key elements of the Employee Value Proposition.

The key elements of EVP are discussed below:

Steadiness: Steadiness or stability, means that the employees are secure in their job and can find many ways to prospect in their career path by advancing their skills by cultivating new things. These opportunities attract employees to the company and help the company to engage more employees at a time.

Reimbursement: Generally reimbursement means where employees are getting a salary with some extra benefits like performance-based incentives, travelling fares, canteen vouchers and also other exciting rewards (Ahmed et al., 2018). It also helps companies to gain a massive employee engagement and the employees are also encouraged in their accomplishments.

Location: Simply, the location of the office represents the environment i.e the work culture and the surroundings of the office which attracts employees and also emerges them contribute more. The employees who are near the company's office location are comfortable travelling to the office and this way other candidates who are willing to join the company have more eagerness and this helps a lot to the company's employee engagement.

Respect: Respect is all about the relationship between the employees and other staff in the company. A good relationship among the employees makes the work culture better and represents the company's goodwill (Shrotryia and Dhanda, 2019). Which helps to create a better working environment and also makes the culture adaptable for the new employees.

Work-life balance: It is a specific term of amenities or benefits which employees are worth the most. These benefits are work from home, work in flexible hours, vacation and other paid leaves. Such amenities excite employees to commit greater. The easier the work-life balance in the company is the more the employees would be eager to reach out to the company. This is a great way to gain a greater volume of employee engagement.

Lastly, in today's era, every employer adds values and goodwill to the company, where the Employee Value Proposition along with the employer's brand image are crucial. But the consequences of the Employee Value Proposition exceeded astonishing freshers.

Conclusion

From the above study, it can be concluded that Employee engagement is a pleasing convention of the employer's attraction in several companies. The employer's goal is to search for paths where the employers could increase their eagerness and achieve more assurance with their job in the company. By adopting new concepts, and drivers, evaluating different types of diagnostic tools and creating new strategies it is observed that employee engagement would be possible in a great way. Also, it can be measured that the volume of the engagement. The most important thing is the EVP which helps a company to engage a great percentage of its employee.

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