

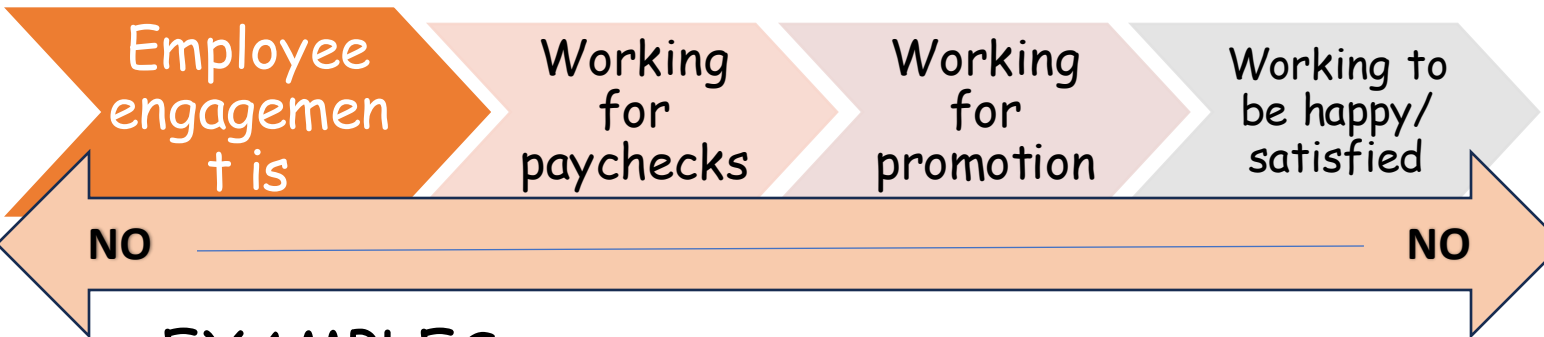
•Group 4 -Employee Engagement

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EMPLOYEE ENGAGEMENT

INTRODUCTION

»»» What is employee engagement?



EXAMPLES

- A dedicated salesperson will sell just as hard on Friday afternoon as he did on Monday morning.
- Engaged factory workers will have fewer accidents and be more productive

Employee engagement is the emotional commitment an employee has to the organization and its goals. ✓

Why important?

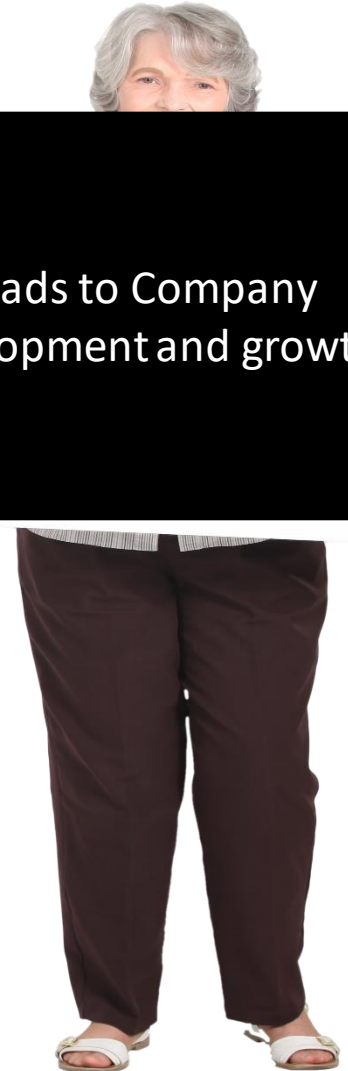


Characteristics of Employee Engagement

- It improves employee performance
- Develops the positive environment
- They are fantastic role models
- They look forward to going to work
- They are versatile and flexible
- They often remain around for longer
- They exhibit strong leadership abilities



Leads to Company
Development and growth.



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**



Phases of Employee Engagement

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.

3 C's of Employee Engagement

3C Techniques of Employee Engagement

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PROCESS

- ❑ **Prepare and Design:** It's about discovering the specific requirements of your organisation and deciding the priorities. After that a customised design of carrying the whole process can be designed.
- ❑ **Employee Engagement Survey:** Design the questions of the employee engagement survey and deploy it with the help of an appropriate media. It can be either in printed form or set online depending upon the comfort level of the employees and your questionnaire evaluation process.
- ❑ **Result Analysis:** It is the most important step in the entire process. It is time when reports are to be analysed to find out what exactly motivates employees to perform their best. The results and information can then be delivered through presentations.
- ❑ **Action Planning:** 'How to turn the results of the survey in to an action' is a challenging question that organisations need to deal with the utmost care. They should also be told about do's and don'ts so that they can successfully implement the changes.
- ❑ **Action Follow-up:** Action follow up is necessary in order to find out if the action has been taken in the right direction or not and if it is producing the desired results.



STRATEGIES

- ❑ **Open Communication:** Encourage transparent and two-way communication between management and employees. Regular updates, town hall meetings, and feedback sessions help employees feel heard and valued.
- ❑ **Professional Development:** Offer opportunities for skill development and career growth. Training, workshops, and mentorship programs can enhance employees' sense of value and commitment.
- ❑ **Flexible Work Arrangements:** Provide flexibility in work hours or remote work options when possible. This can improve work-life balance and job satisfaction.
- ❑ **Team Building Activities:** Organize team-building events and activities to foster strong relationships and collaboration among employees.
- ❑ **Leadership Development:** Invest in developing strong leaders who can inspire, motivate, and effectively manage teams.
- ❑ **Regular Feedback:** Provide constructive feedback and opportunities for improvement. Regular performance reviews can help employees understand their progress and areas for growth.



Employee engagement

Dimensions of employee engagement



Employee Engagement

- Dimensions of employee engagement:-

There are numerous amount of dimensions factors which are usually mentioned.

- 1). **Personal and professional growth** :- Personal growth mainly focuses on the developing communication and social skills, including aspect of emotional well-being.
- 2). **Leadership and culture**:- Culture engagement mainly focuses on creating connections and engaged employees give their full effort in day in and day out.
- 3). **Work satisfaction**:- work satisfaction is when an employee enjoys their work they do.
- 4). **Work relationship**:- It is relation between employers and employees. It affects issues like pay, benefits, conflicts, work life balance. Good work relationship can be lead to increase employee engagement and performance.

5). Employee well being:- It refers to the how employee feels about their role, their work and value within the company. To improve this provide employee to wellness programs, flexible work arrangements.

6). Employee value Propositions:- It can help to attract and retain talent, boost employee engagement and improve organizational culture.

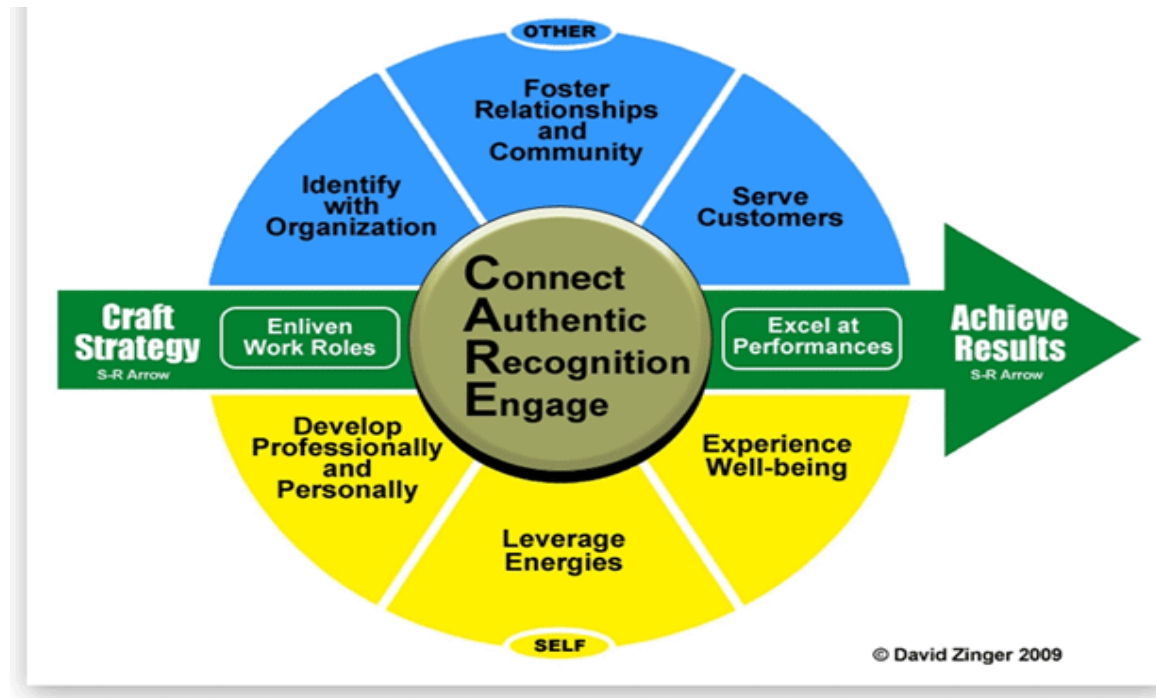
- **Positive effect of employee engagement:**

1. Improved productivity
2. Increased work place environment
3. Increased customers satisfaction
4. Better employee retention
5. Healthier personal lives

- **Negative effects of employee engagement:**

1. Increase work/family interference and health problems due to lack time.
2. Less information sharing, unethical behaviour due to high identification with the job.
3. Job dissatisfaction and lack of motivation.

The Zingers Model



The Zingers Model boosts productivity and job satisfaction by engaging employees. Engaged employees stay longer, are more productive, and create a positive work environment. The Zingers Model has 3 components: Purpose, Connection, and Growth. Purpose is about how work contributes to company's goals. Connection is about feeling valued and belonging. Growth is for personal/professional development. The model can create an engaged culture benefiting both employees and employers.

Implementing the Zingers Model

To implement the Zingers model, assess current employee engagement by conducting surveys and collecting data to identify areas for improvement.

Involve employees for implementing the Zingers model. Encourage idea sharing and feedback to improve engagement and identify the best strategies for your organization.



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