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Table of Contents

Introduction	3
Employee Engagement.....	4
Drivers of employee engagement	5
Tools for measuring employee engagement	6
The employee value proposition	8
Strategies to raise levels of engagement.....	9
Conclusion	10
References	11

Introduction

For a better quality of work and working environment employee engagement is necessary for every organisation. It is also important to drive a better outcome from the production. Employee engagement and motivation can help an organisation to get the maximum output from any business task. Various sponsors encourage employee engagement at different levels. Management of any organisation should consider this fact. This report will describe employee engagement with useful tools and techniques. An employee value proposition, including the adopted strategies, will be also discussed through this report.

The organisations have already taken several measures to make the lives of their employees secure and safe in the **COVID19** pandemic. This subsidiary has maintained some protocols to maintain social distance and safety. There are some protective measures and procedures which should be maintained strictly by those organisations. There are lots of uncertainties during this pandemic that need to be reduced.

Employee Engagement

This is the emotion of employees toward the workplace and the hard work of them to meet the organisational goal. Discretionary effort can seem when employees are deeply engaged with the workplace (Zhuravska, 2019). Engaged employees can bring more profitability than without engagement. The profit margin will also rise due to employee engagement.

It is an interior guarantee to the employees that indicates what the people are going to get as of working for this organisation. According to some scholars, the shareholder returns will also get influenced by employee engagement. There are some direct benefits of employee engagement:



Figure 1: Employee Engagement (Wandner, 2016)

Source: Self

Drivers of employee engagement

There are several drivers of engaged employees. To achieve the goal and continue the profitability, it chooses to make emphasize employee engagement on a large scale (Saengchai, Siriattakul, and Jermisittiparsert, 2019). There are drivers to engage with the workplace with full dedication. The overall process of employee engagement is not so easy to execute. But it can give a boost to the business. Some of the drivers are:

- ✚ There should clarity regarding the direction of the leaders and managers. The employees need to understand the overall organisational objectives, mission, and vision. The roles of each employee should be clear enough to execute the business operation (Tewari, 2020). This fashion brand has some clear indication about this. Thus, the employee will get more interest to involve in the overall process of the engagement.
- ✚ The communication between employees and organisation must be clear enough that they can give opinions also. There should be the stand of employees also which create a good working environment. Annual meetings, general meetings are conducted to make a good way of communication.
- ✚ The maximum profitability will come by utilizing the resources properly. Effective tools are also used by this organisation to get the maximum benefit. The proper combination of materials, technology, and leadership can find out the maximum benefit. This can make the communication process stronger.
- ✚ The organisation should care enough to deal with different people from various backgrounds. Proper work-balance can make the situation better. As the organisation takes some measures like work from and health safety during this **COVID19**. The authorities get involved in the overall wellbeing of the people.
- ✚ Rewards and recognition can give motivation to employees on a large scale. Fair packages and facilities are some facilities which can be offered by the organisation (Wandner, 2016). It is one of the desires of employees to receive appreciation and give encouragement at every level in the workplace.
- ✚ The employee expects some fun and happiness in the workplace. The ultimate happiness of employees in the workplace can bring proper employee engagement. Fun during work

can bring more involvement of employees. This fashion brand also offers fun programs and parties to motivate employees.

- ✚ Development programs and training can also help the employees to encourage the employees. It will be more fruitful if the development programs can be designed by considering employees' needs. Unique talents and education are encouraged by the organisation, which also makes employees motivated.
- ✚ Support and mutual trust are required, and it can drive employees to get more engaged. The management and authorities should be trustworthy, which is very important to make employee engagement more effective. There is also a clear indication of reducing obstacles.

Tools for measuring employee engagement

Many tools are used to measure the depth of the relationship between employees and the organisation. There should be a clear definition of employee engagement and tools which are used in the organisation. Some of the effective tools are:

Survey Monkey

There can be a survey to find out the level of satisfaction to current employees, and employee engagement will get stronger by this tool. Series of questions are asked under this tool, and employees answer those questions which are called the survey. Then the answers will be rated according to the criterion. There are options in the question, like agree, disagree, neutral, and others. Those answers can be categorised according to 1 to 5. The questions should include employees' roles and level of satisfaction also. Their opinions are very important to make employee engagement more effective (Saengchai, Siriattakul, and Jermisittiparsert, 2019). There can be questions about whether they will recommend the fashion organisation to their friends and family or not. This survey tool will encourage the organisation to provide more power to the workforce by taking different opinions from them. This will represent an honest scenario regarding employee satisfaction and involvement within the workplace.

JobHoller

This agency has the liability to make the justification of employee engagement. This agency helps to soothe the recruitment process. It helps to promote the companies name also. Offers regarding advocacy campaigns are conducted according to this tool. Live results measure the results in social media. There is a contribution of social media on a large scale under this tool. The employees who recommend the organisation are happier according to this technology and strategic tool (Hume, 2020). These tools use employee advocacy over another thing to find out the level of employee engagement and have a great influence on the overall organisational functions also.

Talkwalker Quick Search

It is another online platform in which there are various analyses conducted. This gives audiences a statistical presentation about the contents. It indicates whether the employees are sharing content online or not. This helps the organisation to understand the situation (Dessler, 2017). The tool helps to collect opinions of employees about the organisation, which can make the way easier to strengthen employee engagement. Tracking this information influence the organisation to get informed. Public posts are another indicator that presents the involvement of people also. But there is a limitation that all employees cannot be in this survey.

Company Feedback

Opinions are important. Employees are one of the most important stakeholders of an organisation, and it is also important to take their opinions. It also assists the organisation in whether there is any need for improvement in employee engagement or not. Company feedback can be collected by utilising a separate outlet for this purpose. The information has the power to

change the game. Feedback is information that directs the organisation what should be the next step. Sentiment markers can be used to get the most effective outcome of this tool.

Those are some of the important tools which are used to get the best possible result out of this.

The employee value proposition

EVP is the value that indicates the gain of employees on a different basis. There are financial compensations and profitability to balance the work-life and assistance to increase the possibility to enhance the career. There are different types of employee value employee propositions available in this area.

The company has the desire to hire employees who have passion and dedication toward their works and responsibilities (Hume, 2020). They allow people from all levels and backgrounds to apply for some posts as they value people more than a degree. There is an indication about further training and development programs in the job description of the company.

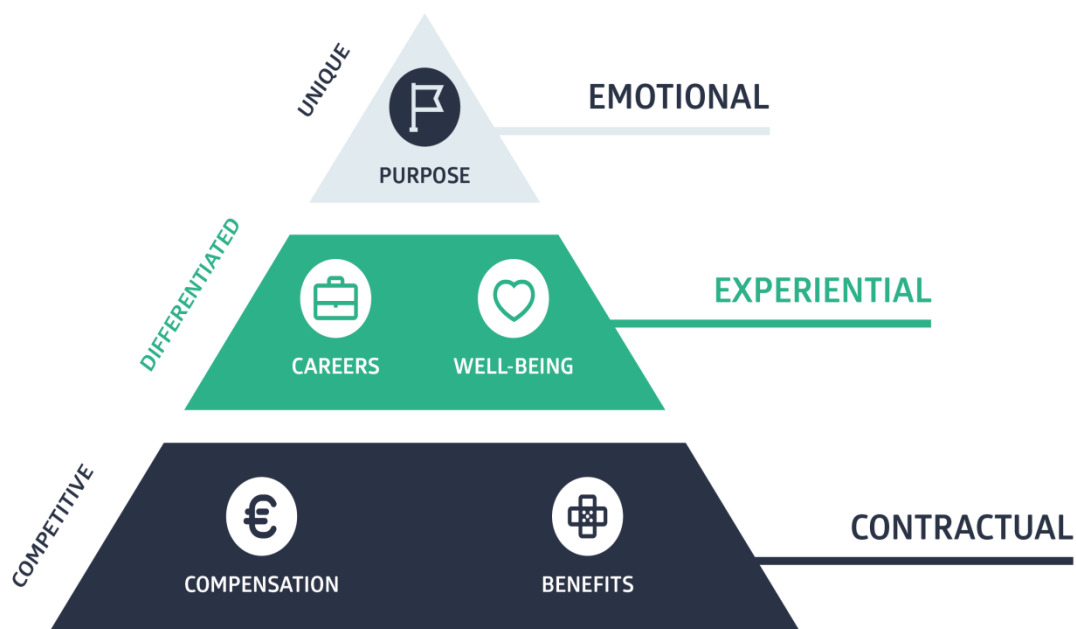


Figure 3: Employee value proposition (Zhuravska, 2019)

The value proposition can be done following the above procedure. The contractual level considers compensating employees and give them benefit at a different level. There are lots of

steps to follow to get the value proposition done. There are also considerations of regarding the wellbeing and health of employees. For example, various measures are taken by the organisation to provide safety to their employees during the pandemic. There are also specific purposes to make this employee value proposition like- motivate people and encourage people. There was also a change in job design. It stood by sick employees when they had the need. This type of support encouraged them to get more engaged with the organisation.

There is a clear indication of the proper methodology to make a perfect employee value proposition and ways to conduct this. This proposition became the most valuable base for the employer to understand the position of the brand. This can attract new people to work for the organisation, and people can get to know about what the requirement of this fashion brand is. The process can differentiate the organisation from the competitors by clearly indicating the needs and requirements (Guest, 2017). The business always needs to hire talented people, and this is one of the most effective ways to get an effective workforce.

There are some qualities which are looked for the value the employee like:

- ❖ People with dedication and passion.
- ❖ Honesty toward the work is the most important quality which should be considered under the employee value proposition.
- ❖ The model of value proposition allows the organisation to find out the possible skills and application of knowledge in the right place of the organisation.
- ❖ People who are willing enough to take on challenges are given priorities.

There are strategies to increase the level of employee engagement also, which should be considered effectively to get the maximum outcome out of any business deal (Hameduddin and Fernandez, 2019).

Strategies to raise levels of engagement

Effective communication between employees and organisation can boost the level of engagement by knowing each other's needs and wishes. The employees can get a better understanding of the mission, vision, and goals. It will be clearer to them what is the motive of the organisation (Hameduddin and Fernandez, 2019). It is another wise decision to take regular

feedback from employees. Safety and security issues need to be considered effective. The management takes initiatives to provide maximum safety to the employees. They provide facilities like work from home, provide financial assistance, and flexible work schedule during this pandemic. It is another value proposition to the employees to give rewards. It will encourage them to work more deliberately and efficiently. A proper value proposition can enhance employee engagement. There are some tools by which the engagement can be boosted also. The aim of the organisation can set by this proposition in front of the people. Thus, people with passion and positive intentions can choose this company as their workforce in the short term.

The company has an enormous EVP as it's so exceptional for the business and assists the organisation to stand out subsequently to its competitors. It can also offer opportunities for career development which is very effective and positive for the organisation. The organisation has the desire to employ people who can take on challenges as the market is changing day by day. They provide this offer to people from different locations also. Employees are the main stakeholder after customers (Guest, 2017). So, it is their responsibility to provide attention to their wellbeing on a large scale. There are values like moving forward, taking challenges. It is important to consider talented people with passion as employees of the business.

Conclusion

There are lots of scopes for hiring talented people for the organisations. An employee value proposition is one great way to hire efficient employees. Several tools help to understand the level of employee engagement in the brand. Due to huge competition, it is important to consider the effectiveness of the task of the employees and their involvement. Each employee has different qualities and a unique personality. So it is important to evaluate those and give those rewards and compensation. Engaged employees can bring more prosperity and strengthen the name of the brand. Proper motivation and communication are the two important factors to consider while working on employee engagement.

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