

3rd Jan 2021



[EMPLOYEE ENGAGEMENT WITHIN LOGIC NETWORKS LTD]

REPORT

Author: Radostina Avgustinova

Student Number: 1913408

Module Title: Managing People (LCBB5004_LON)

Tutor Name: Dr Olusoyi Richard Ashaye

Table of Contents

Introduction	2
Reviews the concept and drivers of employee engagement	3
Evaluate diagnostic tools to measure engagement	5
EVP analysis.....	7
Conclusion	10
References	11

Introduction

Logic Networks Ltd. is an information technology company based in London, United Kingdom, that has been assisting customers with IT services and support for the past twenty three years. Report management of workers post-COVID in the organisation will be carried out in order to address the issues for employees. With the circumstances, the usage of business management rules the regulation of business practises in the development and expansion of an organisation. The preceding report will conduct a thorough examination of the management techniques that Logic Networks Ltd. may use in the functions to govern the business for the future of the organisation via employee orientation.

The organisation has been operating in the information and technology industry, and it has grown its company into diverse services such as Cloud Computing and Antivirus Scanning. During the pandemic, the strategic work was effective for the organisation, and sales rose since automation was the only key to information and communication transmission. The organisation managed company as a small to medium sized commercial firm in London, and sales of Antivirus and Cloud competing strategies were significant. The report will perform analyses and strategic planning for staff orientation into the physical environment, and the organisation will be able to assist with routine company operations.

The report will regulate new ways of working with COVID standards as instructed by the government, as well as employee participation in the organisation. The study will investigate the valuable analysis of workers with measures to be implemented by Logic Networks Ltd.

Reviews the concept and drivers of employee engagement

Employee engagement is a managerial function of human resources and management that assists workers' involvement in the internal functions of the organisation in order to create strong employee relations and make them feel important enough for the organisation. Employee engagement is a characteristic that guides and plans for the future growth and development of any organisation (Gupta and Sharma 2016.). Logic Networks Ltd. has been providing work from a variety of jobs to its employees, but the use of various employee engagement activities to revitalise employees' enthusiasm and dedication to their jobs must be conducted by the organisation so that employees feel secure and employee retention can be accomplished easily.

Employees are urged to interact even if it means being anxious and burned out. The productivity gains they provide as a result of their involvement is not consistent. In every case, with such elevated levels of disengagement among British workers, it indicates even more study is needed to explore the stability and usefulness of increasing employee engagement (Torrington et al., 2020).

The five major key drivers for employee engagement have been presented below (Figure 1).



Figure 1: Drivers for change implementation

(Source: Author 2021)

Surveys: A survey is a traditional method of gathering information in which employees are asked to fill out questionnaires about their organisations or judgments (Kaushik and Guleria, 2019). However, in the digital age, Logic Networks Ltd. may construct a feedback form that workers can complete, allowing the new hole left by the previous circumstance to be quickly filled.

Participation: Logic Networks Ltd. can carry out a variety of activities in which workers are more focused on group development and knowledge of the new style of learning. Participation may be taken into consideration, and authorities can develop in each area as a result (Bedarkar and Pandita 2014). Because the organisation has a limited number of employees, measuring and regulating participation in activities is simple.

Recognition: Both managers and peers in the organisation anticipate assessments and incentives that may be employed as an incalculable effect in the form of share for employee engagement. This technique not only inspires employees, but it also collects useful data for future development (Chanana, 2020).

Provision of steps and leads to success: 47 percent of employee news is taken into account by all employees (Zhang et al. 2014). As a result, the leaders in Logic Networks Ltd. can manage the suggestions offered to various personnel for leading processes in functions and operations. The adoption of this approach will manage the organization's commercial basis. Employee relationships may be solidified, and if they have a strong relationship, employee participation in activities is quite easy.

Aligning towards business goals: According to the research, company goals coincide with employees, and organisations may orient people toward job efficiency (Kang and Sung 2017). If the task itself motivates workers to work, then highly successful work is extracted from a group of employees. The leaders of Logic Networks Ltd. can control the deployment of this method.

Evaluate diagnostic tools to measure the engagement

The successful outcome that provides real findings regarding employee participation in work ethics and practises is referred to as the measure of engagement (Anzalone et al., 2015). Logic Networks Ltd. has used the following approaches to engage employees. When the situation has returned to normal, employees will attempt to interact using the most successful approaches. Employee involvement and engagement must be measured in order for Logic Networks Ltd.'s efforts to be productive. The following are the ways for measuring employer engagement:

Employee Pulse Survey: The most relevant method of obtaining responses from employees on new initiatives and their implementation by HR managers in the organisation (Michie et al., 2017). The human resources department in Logic Networks Ltd. can create the question so that workers can provide up-to-date surveys for the organisation. In recent years, the organisation has been able to manage the adoption of tactics that prevent COVID obstacles.

1-on-1s: Employees can be scheduled so that they can provide information on strategy planning and success. Using one-on-one engagement may control greater personal development and advantages for HR, allowing for appropriate up-gradation.

Stay and Exit interviews: The method of gathering feedback in which employees are offered a two-way question about whether they want to stay or leave the organisation. This form of feedback collecting is absolute and may provide workers' wishes and aspirations. HR does this sort of engagement activity to assess workers' loyalty to the organisation (Warren, 2015).

eNPS: Using an employee's Net Promoter Score is one of the most effective and straightforward strategies for determining an employee's reaction to the implementation of new initiatives in the organisation. Logic Networks Ltd. can assist HR managers with plan orientation in terms of modification, improvement, and termination. Employees can be simply examined by taking that in real usage may be regulated using eNPS studies. This is one of the most common and simple approaches for locating employees that are actively involved in the organisation (Peano et al., 2015).

Employee Net Promoter Score



Figure 1: eNPS Indicator

(Source: Andrew Schmitz, 2019)

Turnover rate: Employee engagement may be guided by the ratio of the total number of workers who EFT is divided by the total number of employees at the start of the period. If the turnover rate is high, it indicates that something is wrong with the organization's engagement programme or activities (Nylen and Holmstrom, 2015).

Successful hires after a trial period: The proportion of persons who return to the company after the recruiting term will help the company locate loyal employees. The higher the ratio, the less loyal a group of employees has been taken. It is usually completed within 3 to 6 months of hire.

Internal promotion rate: The rate is determined by dividing the total number of promoted workers by the total number of employees in the company. This is calculated as a percentage and determines the efficacy of workers' work in the organisation. Furthermore, promotion might be directly proportional to involvement (Nylen and Holmstrom, 2015).

Employee satisfaction index: Employees rate the job they are currently performing on a scale of 0 to 10 or 0 to 100 in the organisation. The greater the share, the more successful the organization's engagement initiatives (Lam et al., 2018).

EVP analysis

Creates an employee value proposition based on the concepts and analysis discussed before, including methods to increase levels of engagement.

The employee value proposition of a company is whatever it delivers to potential or current workers that they will appreciate and will encourage them to join or stay with the company (Armstrong, 2020). The employee value proposition (EVP) is the distinct collection of advantages that an employee receives in exchange for the skills, competencies, and expertise they contribute to the organisation. In terms of Logic Networks Ltd., the usage of engagement activities for workers, with each being measured by various metrics, will help to break the ice in the room. Employees with strong relationships and high participation may be generated by the organisation, allowing future initiatives to go smoothly. HR creates EVP in order to increase staff retention and loyalty for the organisation (Mani, 2016).



Figure 2: EVP

(Source: McCullough Creative, 2018)

For the last 2 years, Logic Networks Ltd. has been in charge of information technology, antivirus series, and cloud computing initiatives. As a result, the organisation found it difficult to relocate people into such a crucial circumstance. Working from home necessitated regular data scanning and other responsibilities. Workers have returned to homes, but soft skills development has been greatly impacted; so, different engagement activities and their respective altitudes can assist employees in opening up (Pawar and Charak 2014).

Employee personal analysis:

Employee 1: *"Trapped at home, work from home was enjoyable, but the ethical manner in which our organisation was lacking, and management of all sources that computed the gathering of information and transmission was tough in the early days. Back at Logic Networks Ltd. office with such warm and welcoming activities has pushed me to goal orientation, and I am looking forward to new projects that Logic Networks Ltd. will rule in the future."*

Employee 2: *"The activities are acceptable; however HR's method of survey time selection and task assignment has been changing on a regular basis. I wish the situation was similar to the work environment of the preceding decade. The operations can be run on a regular basis where employee involvement spends a lot of time off during office hours."*

As a result, the aforementioned analysis of two workers into employee engagement and measuring activities in organisation Logic Networks Ltd. is extremely different. The usage of EVP can control several HR benefits in gathering employee feedback (Pawar and Charak 2015). Furthermore, EVPs are employed to build the organization's brand value. Logic Networks Ltd. has been doing well as a SME; therefore, the more advertising there is, the better the firm will do in London.

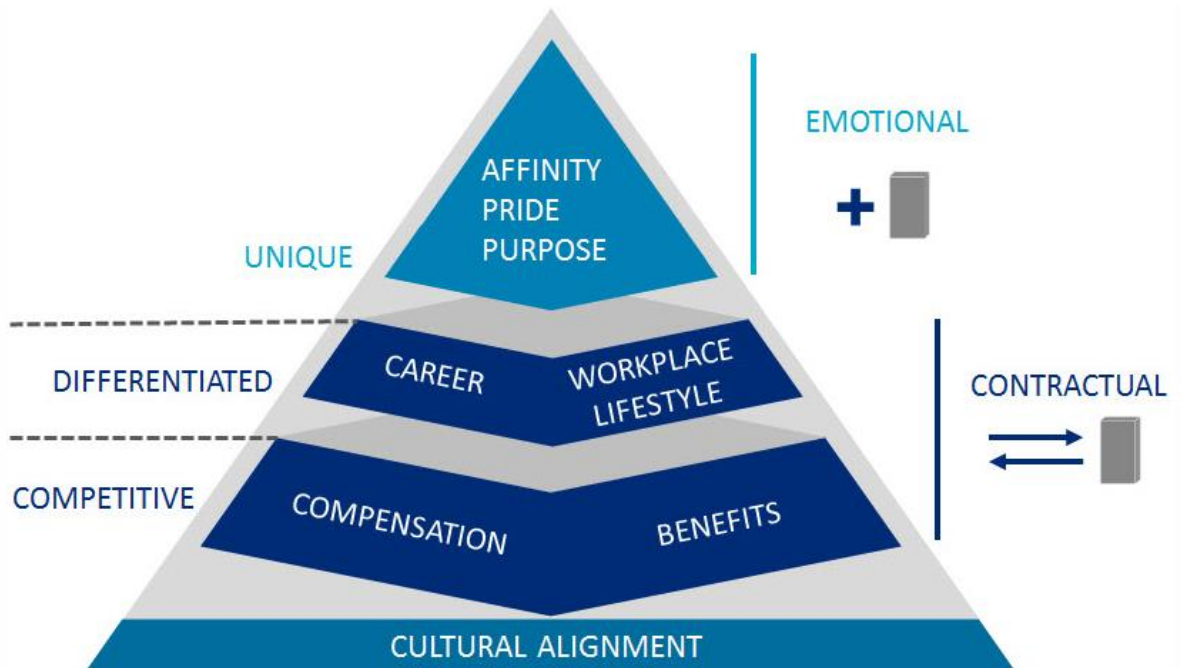


Figure 3: Application of EVP

(Source: Mercer Thrive Research)

The concept of engagement, with its focus on employee connection with company values, the goal of ongoing development and perfection, and the demand for high personal effectiveness, demonstrates the need for dedicated workers (Pilbeam, 2010).

The key four pillars of the EVP report are salary, work-life balance, stability, and location. EVP reporting may be used to put all of these aspects in the hands of management. Job satisfaction and incentives are among the benefits provided by an organisation to its employees as part of their remuneration. Work-life balance comprises flexible hours, attractive opportunities, and a one-size-fits-all approach for all employees. Employees suffer from work-life imbalance as a result of these practises, which separate their personal and professional lives (Arasanmi and Krishna 2019).

Logic Networks Ltd.'s success is linked to the progress of individual workers. As a result, the stability of an organization's position determines the stability of its personnel. Employees feel at ease and comfortable working with the organisation because of the office's outstanding location and pleasant working circumstances (Rounak and Misra 2020).

Conclusion

Employee engagement is a critical part of any organisation, especially when the scenario is post-COVID and a use-breaking orientation is necessary for employees who have not been meeting for a long period. The aforementioned report tracks and measures each employee's engagement actions. The preceding research states that human resource actions for employee engagement in Logic Networks Ltd. have been extremely significant as the company's business has grown. Future initiatives and duties may be readily completed by the organisation if the personnel have strong interactions and cooperation with one another.

The preceding study explains how to measure each using different features of personnel. In the preceding report, the employee's evaluation of the organization's actions was undertaken.

References

Torrington, D, Hall, L, Atkinson, C, & Taylor, S 2020, Human Resource Management PDF EBook, Pearson Education, Limited, Harlow. Available from: ProQuest Ebook Central. [Accessed 3 Jan. 2022].

Armstrong, M., 2020 Armstrong's handbook of human resource management practice . Fifteen edition. Stephen Taylor (ed.). London, England ; New York, New York ; New Delhi India ; London, England ; New York, New York ; New Delhi India ; London, England ; New York, New York ; New Delhi India ;, Kogan Page.

Javad Koohsari, M., Nakaya, T., Shibata, A., Ishii, K. and Oka, K., 2021. Working from Home After the COVID-19 Pandemic: Do Company Employees Sit More and Move Less? Sustainability, 13(2), p.939.

Pilbeam, S., 2010. People resourcing and talent planning : HRM in practice . Fourth edition. Marjorie Corbridge (ed.). Harlow, England ;, FT Prentice Hall.

Anzalone, S.M., Boucenna, S., Ivaldi, S. and Chetouani, M., 2015. Evaluating the engagement with social robots. International Journal of Social Robotics, 7(4), pp.465-478.

Arasanmi, C.N. and Krishna, A., 2019. Linking the employee value proposition (EVP) to employee behavioural outcomes. Industrial and Commercial Training.

Bedarkar, M. and Pandita, D., 2014. A study on the drivers of employee engagement impacting employee performance. Procedia-Social and Behavioral Sciences, 133, pp.106-115.

Chanana, N., 2020. Employee engagement practices during COVID-19 lockdown. Journal of Public Affairs, p.e2508.

Gupta, N. and Sharma, V., 2016 'Exploring Employee Engagement—A Way to Better Business Performance', Global business review, 17(3_suppl), p. 45S–63S. doi:10.1177/0972150916631082.

Kang, M. and Sung, M., 2017. How symmetrical employee communication leads to employee engagement and positive employee communication behaviours: The

mediation of employee-organisation relationships. *Journal of Communication Management*.

Kaushik, M. and Guleria, N., 2019. Employee relations and engagement during covid-19. *EMPLOYEE RELATIONS*, 2(3).

Lam, K.W., Hassan, A., Sulaiman, T. and Kamarudin, N., 2018. Evaluating the face and content validity of an instructional technology competency instrument for university lecturers in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 8(5), pp.367-385.

Mani, V., 2016. Analysing the Impact of Employee Value Proposition on Labor Turnover. *SSN School of Management, Kalavakkam, Chennai Great Lakes Herald*, 10.

Michie, S. et al., 2017 'Developing and Evaluating Digital Interventions to Promote Behavior Change in Health and Health Care: Recommendations Resulting From an International Workshop', *Journal of medical Internet research*, 19(6), pp. e232–e232. doi:10.2196/jmir.7126.

Nylen, D. and Holmstrom, J., 2015 'Digital innovation strategy: A framework for diagnosing and improving digital product and service innovation', *Business horizons*, 58(1), pp. 57–67. doi:10.1016/j.bushor.2014.09.001.

Pawar, A. and Charak, K., 2014. A Study and Review of Employee Value Proposition: A Tool of Human Resource Management. *Review of Research*, 3(6), pp.1-9.

Pawar, A. and Charak, K.S., 2015. Employee value proposition leading to employer brand: The Indian organisation's outlook. *International Journal of Management Research and Reviews*, 5(12), p.1195.

Peano, C., Tecco, N., Dansero, E., Girgenti, V. and Sottile, F., 2015. Evaluating the sustainability in complex agri-food systems: The SAEMETH framework. *Sustainability*, 7(6), pp.6721-6741.

Andrew Schmitz, 2019. eNPS - What is it and why is it important? [online] *Proceed.app*. Available at: <https://proceed.app/blog/guides/enps-what-is-it-and-why-is-it-important/> [Accessed 3 Jan. 2022].

Warren, A.M., 2015. 'Book Review: T.V. Rao, HRD Audit: Evaluating the Human Resource Function for Business Improvement', South Asian Journal of Human Resource Management. New Delhi, India: SAGE Publications, pp. 231–234. doi:10.1177/2322093715599278

Rounak, S. and Misra, R.K., 2020. Employee value proposition: an analysis of organisational factors—the way to enhance value perception. Development and Learning in Organisations: An International Journal.

Zhang, T., Avery, G.C., Bergsteiner, H. and More, E., 2014. The relationship between leadership paradigms and employee engagement. Journal of Global Responsibility.

McCullough Creative., 2018. Developing Your EVP. [online] Available at: <http://www.shootforthemoon.com/developing-your-evp/> [Accessed 3 Jan. 2022].

www.mercer.com. (n.d.). Enhancing Your Employee Value Proposition | Mercer. [online] Available at: <https://www.mercer.com/about-mercero/lines-of-business/talent/employee-value-proposition.html> [Accessed 3 Jan. 2022].