

BMIH5005: Personnel Resourcing and Development

Assignment 1

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Title: How to engage employees throughout the employee lifecycle

How to engage employees throughout the employee lifecycle

Employee involvement puts significance on any corporation. It distinguishes an employee from others as well as the organisation from other businesses. By maintaining proper employee involvement, an organisation can obtain many benefits such as enhanced productivity, better customer relations, decreased rate of employee turnover, and fewer difficulties regarding job satisfaction of workers (Sun & Bunchapattanasakda, 2019). According to the research conducted by Gallup, only 16% of workers all over the world are truly involved in their offices or companies. Human resource management must take some initiatives to overcome this difficulty. Generally, human resources have inhabited a conciliating role between top-level management and employees. In other words, HR can act as a channel between administration and workers in assisting, sustaining, and estimating the effect of employee involvement (Alberch, 2011). HR can also play an important part in encouraging the company's norms and in making sure that there is a direct relationship between the organisation's followership, business goals, and its workers. Hence, when it arrives to increasing employee involvement, human resource management has a massive endowment to offer. In this essay, the roles of human resources in enhancing employee involvement in a hotel will be discussed.

Employee involvement is the spiritual attachment workers feel to the organisation and its objectives (Bedarkar & Pandita, 2014). It is the force that propels the staff to go beyond the fundamental necessities of the job. There are some factors that influence employee engagement. They are stated below,

- Employees who are involved feel encouraged and motivated by their supervisors.
- Involved employees realise how their effort enables the corporation to be more competent.
- Individual employees possess a transparent idea of their duties to the company.
- Engaged staff member feels valued and appraised by the company.

Employee involvement should be a crucial duty of each executive, supervisor and stakeholder inside the corporation. Whatsoever, the human resource department oversees numerous fields that have a significant effect on employee involvement and so

has a crucial part to play in making sure that the major influences are taken into account (Chughtai, 2013). There are some necessary steps that should be taken by human resource management to improve employee engagement. They are,

Influence and encourage employees

The initial key factor is that workers feel influenced and encouraged by their supervisors. HR can facilitate employees in attaining the objective by emancipating managers and delivering them the instruments and assets they require to influence and encourage staff members (Sattar, 2015). This can assist to construct a company norm that encourages employee involvement. Managers need to master the methods required to influence and encourage staff members. Managers can take some easy steps to motivate and encourage employees such as rewarding the employees in person for properly executing a task, taking employee concerns into account, providing helpful responses on the staff members' performance, allocating jobs and duties and motivating the workers to be creative as well as notifying staff members about recent news and developments of the organisation.

Realising organisational goals the participation of individual employees in acquiring them Human resource management is usually in charge of evaluating employee performance and rewarding them. It acts as a vehicle for maintaining the performance of employees and recognising training and advancement requirements (Malik et al., 2022). There should be a direct relation between organisational goals and the individual employee's objectives. Orienting the organisation's entire staff with the company objectives in this manner establishes aims and guidance at the divisional, group, and personal levels. As result, it guarantees that workers feel authority in the company through their personal goals while possessing a firm sense of their offering to the company's prosperity.

Securing company norms

Safeguarding company norms is a significant way in which HR can help in improving employee engagement. It doesn't need to be mentioned that successful corporations focus on integrating employee involvement into the company norms that provide guidance to the staff members on certain company operations (Markos, 2018). Securing company

norms can be attained on two levels. The first one is by making sure that new recruits are compatible with the norms of the organisation. New attributes can be developed but a contradiction between the new recruit's perspective and goals and the corporation is not so simple to sort out. The second one is by performing the job of the administrator of company norms. HR needs to frequently communicate with employees to make them realise the company's values. Every staff member and supervisor must have a common realisation of the company norms and values. It is the duty of human resource management to deliver organisational followership and place employee involvement as a fundamental value.

Appraising employees and their effort

Appreciating employees has been recognised as a major force behind employee dedication and involvement. Staff members that feel important and appraised are more presumably to construct an emotional attachment to the company (Saks, 2022). This is the fact that differentiates involved employees from only grunted ones. Generally, HR is responsible for carrying out a formal performance appraisal process. It could be rewarding an employee who has done great work, or a team that went over and above in acquiring company objectives. A formal performance appraisal delivers a necessary message to employees about how the organisation respects their contribution.

Besides having an effect on the main forces behind employee involvement, HR can bring change in different manners also. In fact, the most important is in estimating the degree of employee involvement in the company. HR can conduct an employee involvement survey and evaluate the results of the survey (Sivapragasam & Raya, 2018). It can analyse the exit interviews of former employees to figure out the reason behind their departure. It can also introduce employees to intranet blogs and organisational forums where staff members can express their thoughts and feelings concerning the organisation and its environment.

Benefits of involving a team or individual employees

There are numerous benefits of employee involvement in an organisation. At first, it results in fewer turnover of employees which provides the organisation with a sufficient

workforce. It increases the dedication level of employees as they feel valued and appreciated by the company. Consequently, they perform better as an individual and the coordination among staff members get improved. It also enhances the quality of customer service and the working environment. It decreases employee stress and mistakes made by employees. It enables the supervisors to provide more efficient leadership. Finally, employee engagement presents the corporation with higher revenues, stock values, and increased sales.

Employee Life Cycle

The employee life cycle is utilised to recognise and demonstrate the different and most significant stages that a staff member moves through as they involve with his/her corporation. It is a crucial part of the company's human resource planning, constructed to enhance its efficiency and productivity (Cattermole, 2019). It is an ongoing process to acquire certain objectives. The aim of this cycle is to ensure the degree of satisfaction and productivity in employees. There are 6 unique stages in an employee's life cycle. They are consecutively allurement, hiring, incorporating, advancement, keeping, and departure. These stages are briefly explained below,

Allurement

The initial stage of the cycle is allurement. Recruiting proficient applicants is not an easy job to do, it requires plenty of creativity. To allure, skilled employees HR has to create an attractive and catchy job description for the organisation's jobs (Smither, 2013). It is important to mention the requirements of the job clearly in the description. The job description should demonstrate a clear idea of the company culture and the language of the description should be appropriate also. Human resources then need to advertise the recruitment process properly. They can utilise billboards, online platforms and social media in order to do so. They can also create brochures, and pamphlets to attract candidates. HR can also propose perks and incentives to the applicants to allure them to the organisation. The company brand is another significant factor to attract skilled applicants. The company has to create a positive brand image and promote it to the candidates properly.

Hiring

It is time to hire proficient candidates, once they are attracted to the organisation. Hiring employees is an important stage in the employee life cycle. HR need to screen all the applications for hiring the appropriate person for the job. It assists to make sure that only the candidates who are competent for the job are called for an interview. In order to screen the applicants, HR can have a look at the portfolio. They need to check the attributes and skills of the applicants to make a shortlist of the applicants who will be called for the interview. When examining the skills, HR needs to consider the technical skills and soft skills which are very necessary in the modern business world. HR must check how much experience the applicants have to do the required job and also to cope with the company culture. The recruiting committee needs to ask the candidates for their testimonials to know more about them and it can also contain positive references from the former company (Gladka et al., 2022). HR has to conduct interviews in person which will help them to assess different factors such as interpersonal skills, and technical knowledge. If the human resource department can't conduct face-to-face interviews, then they need to conduct mobile interviews. By conducting mobile interviews, the employer can have an idea of the personality and skills of the applicants. After conducting the interviews, the company needs to select an applicant for the vacant post. Then the job will be offered to a proficient employee, whom the recruiting officers think is competent for the job.

Incorporating

Once the applicant has acknowledged the job offer, it is time to incorporate them. This stage aids in introducing the new staff to the corporation. This stage includes pre-boarding which is concerned with employee involvement before joining the company. It focuses on making the incorporation process simpler for the new staff member (Pitchard, 2018). This process helps the new entrants to know about the company's culture, values, and background of the company. Then comes the day of onboarding the new recruits. It is a very important day for the new employees. The incorporation day should involve a staff member orientation by familiarizing the organisation and its regulations with the new recruits. This program assists the new staff member to know about the organisation's morals, mission, vision, and business goals. It also entails activities like acquiring

knowledge about the structure of the organisation. The incorporation stage involves employee training as well. The new recruits may require training in many areas. It helps employees realise their part and responsibilities to the company. It also enables the new staff to improve their skills. This stage includes the development of a performance management system which makes sure that the employees are focused and involved.

Advancement

HR needs to make sure that employees are provided with appropriate advancement scopes so they can develop their traits. HR supervisors should recognise their workers' development necessities and deliver them with essential assets (Ionescu & Negrusa, 2017). Advancement scopes assist in influencing the staff and retaining them involved with their task. To improve the staff members' proficiency a development strategy should be designed by the HR manager. That plan should include determining the necessary skills that need to be developed for the staff members. After recognising the skills that need to be grown, a progression plan should be made. The progression plan should involve the objectives of this advancement program, the steps that need to be taken and the assets that will be required.

Holding

It is difficult to hire new employees but it is more difficult to hold them. In today's competitive world, most staff members are allured to different organisations. So, to hold the fine, talented employees, the company needs to present them with the essential resources and advancement scopes. Providing motivation to the staff members is very crucial to retain good employees. Some popular motivating techniques involve job satisfaction, awards, performance appraisal and advancement scopes (Gladka et al., 2022). It is also important to have faith in the employees. Because employees desire to feel trusted by the company. It will make them more involved and proactive at work. To hold employees building a strong connection with them is necessary. It is also essential to communicate with the staff members. Listening to the staff members' opinions, and providing constructive feedback on their performance makes them more engaged with the company.

Departure

The life cycle of employees does not stop with the disposal of a staff member. As a matter of fact, it is quite significant to execute the termination of a worker properly. The management needs to figure out the appropriate actions to take while disposing of a staff member. The objective is to save the firm's interests and keep a healthy relationship with the former staff member (Cattermole, 2019). It is required to perform a termination interview with the employee before departing from the organisation. This interview will provide important information about the causes for getting rid of the worker and the former worker's emotions towards the company. The company should also prepare a document checklist to make sure that all the necessary documents are organised. Then the other team members should be informed about the departure of their colleague. Finally, the organisation should maintain a positive relationship with a staff member after he/she gets away.

Examples of how I could engage my team,

- Perception of purpose: Involved staff members observe a powerful perception of purpose that influences them to carry out their jobs well. Their interest in their job is based on their faith that the job they do is significant and has an outcome.
- Better performance: When staff members feel passionate about their job, they will carry it out in the most productive way. A high degree of employee involvement results in better retention, less absenteeism, more efficiency, and better customer service.
- Coordination: A team with a high degree of faith in leadership and in one another and a powerful belief in the company's objectives, will have the best coordination among themselves. It creates a positive, amicable work environment where staff members actually act as a team while employees are more involved.

Zinger model of staff involvement

This model was introduced by David Zinger, a management consultant whose research is designed to nurture relationships to enhance employee involvement in an organisation. This model figures out different aspects of staff involvement and commitment (Alimam,

2017). Zinger model delivers firms with twelve significant instructions that a manager must take into account to attain profitable outcomes.

Obtain results: Obtaining favourable consequences like a greater degree of employee involvement is the optimum target of this model. Whatsoever, the system is sustained by different other steps.

Design Strategies: Constructing effective strategies to acquire a higher degree of staff involvement is the primary job. It includes designing many plans and paying attention to the workers' as well as the company's needs and demands. Managers may consult with professional management consultants to design the most appropriate strategies.

Revitalise roles: Staff members will like their job when it will seem fascinating to them. Managers should take necessary actions to enliven their roles and duties in a way that removes the components of boredom from their work to hold their enthusiasm towards their job.

Shine at work: Influencing workers to carry out their jobs definitely pays off. A company needs to possess a system for identifying and appreciating workers for their performance so that they stay focused to do better.

Get attached: Management needs to stay attached to their fellow employees so that they are able to state their difficulties and seek guidance to execute their jobs properly.

Be genuine: Being genuine and true is a significant quality of a leader. Supervisors should display authentic concern towards the staff members' matters and take action to help them overcome those problems.

Acknowledgement: Acknowledging the efforts of staff members before everyone enhances their morale and inspires them to remain in the company and give their best at work.

Completely involved: The wanted consequences can be obtained in the most effective manner when the staff members are completely involved. A complete research of what really involves or doesn't involve the staff should be carried out.

Recognise with corporation: Workers remain in a company for a long time if they feel attached to their workplace. Managers should realise that they are their most significant resources except for which no consequences can be attained (Kalaiyarasan, 2013).

Succour buyers: Only involved staff can succour their purchasers in the best way. Manage a custom and norms to provide the best customer service.

Grow individually: Companies should not only concentrate on obtaining their objectives but also on the gross advancement of a worker. Staff members who develop with the company are significantly attached to their corporation.

Achieve pleasure: Cheerful and contented staff are the most crucial resources of a company. The key to success and turning the firm into a highly productive business is to have satisfied workers.

Examples of team or individual employee involvement in the hospitality industry,

- ❖ Hayatt is a hospitality business that allows its employees to be their true selves during guest interactions. According to their belief, it produces an original and genuine customer experience and motivates employees to be sincere, candid, and more engaged.
- ❖ The Cheesecake Factory is an American restaurant company that prioritises training and rewarding employees before anything else. Because staff members who feel appraised and valued are more likely to give their best effort, which enhances customer contentment and the reputation of the company.
- ❖ Southwest Airlines is another illustration of employee involvement. They have constructed a healthy working environment for their employees. The company presents their workers with a stage to remain encouraged and to keep consistency in their performance.

Human resource management is specifically placed to have a deep effect on employee involvement. As a matter of fact, the prosperity of any project regarding employee involvement heavily relies on HR. Positive involvement begins with HR so, in order to improve employee engagement, HR must take necessary actions (McBain, 2017). This essay provides a good understanding of the role of HR in employee engagement. It also

demonstrates the employee life cycle, an employee involvement model and relevant examples of positive employee engagement.

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