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1; INTRODUCTION

The assessment will be done to critically analyse the employees' engagement with the organization. It will cover employees' engagement with the organization and how much it is important for the company, and what roles it play in its success. The assessment will also elaborate on the factors that play important roles in deciding the employee's involvement in the company. After this different tools that can be used to measure employee engagement will be covered and what should the employees' value proposition cover to attract the potential talent in the organization? Finally, a conclusion will be given on the work covering all factors that are part of the report.

2; EMPLOYEE ENGAGEMENT AND IMPORTANCE

According to Brinton (2021), employee engagement can be seen as a person's involvement and interest in the organization in which he/she is employed during his working. It can be seen in different ways that the employee has engagement with the company like through behaviors, enthusiasm and involvement with the work environment. If the employee does not feel any type of connection with the company then there is a chance that the employee lacks engagement in the organization.

According to Kuligowski (2021), employee engagement plays a significant role in the success and growth of the organization as its participation and involvement increase the productivity and performance in the job which eventually it gets contributed to the organization's success. So the success of the organization in terms of its growth, profit and productivity all depends on the employee's performance which can be seen through the engagement of the employees. For the organization, it is very important to make their engagements using different methods and techniques that can play important role in increasing the engagement of the employees. A sustainable work environment plays a crucial role in the employee's engagement at the organization which can be created by the management especially the human resources department of the company.

3; DRIVERS OF EMPLOYEE ENGAGEMENT

Employee engagement is very important for the organization, but to engage the employees in the company certain factors play key roles to get engaging and retaining the employees.

According to Baumgartner (2019), the role of the managers are considered very important to increase the overall engagement in the company by taking multiple steps for its improvement. managers are the front line of the company who directly get involved and work on a daily basis with the employees so it becomes very important for the organization that managers must be equipped with certain qualities and skills which can be used for increasing the employee's engagement.

The employees' engagement can be on three major dimensions to understand the evaluate their involvement in the organization using the engagement model developed by the CIPD in 2006 (Lakshmi and Ram, 2019):

- Emotional engagement means employees are engaged at an emotional level in the organization.
- Cognitive engagement means the employees are fully dedicated to their work.
- Physical engagement of the employees shows that the employees are ready to work extra for their organization.

There are several key factors that acts as diver either in increasing the employee's engagement in the organization or decreasing it due to these:

3.1.Organizational culture

The work culture of the company is one of the most important and primary factors which decide the engagement of the employees in the organization (Lakshmi and Ram, 2019):. So it is very important for the organization they provide a working environment that can involve people from diverse backgrounds and values everyone's opinions. There should be

3.2.Work environment

The work environment of the company includes the employee's interaction with each other and their cooperation and support for each other will be deciding factors for the employees to either work in the organization or choose to leave (Lakshmi and Ram, 2019). It also applies on the management of the organization whether they are supporting the junior or not.

3.3.Career growth and opportunities

Employees not only seek good culture and work environment but also look for career growth so that they can grow continuously in the organization. So the policies and the fairness of the management play crucial roles in deciding the growth and opportunities in the company. If the company provides future opportunities in the organization then the possibility of the employee's engagement increases significantly.

3.4.Reward and recognition

The organization should be aware of the work and contribution have done by the individual in their work through putting efforts. If any employee is putting extra effort and hard work into the success of the company then the responsibility of the company is to recognize the employees efforts in order to make them feel as valuable (Jennings, 2021).

3.5.Benefits

According to Vaswani (2021), employees prefer more benefits over the money they get from the company for their performance. As it can be easily seen that the compensation cannot be compared with the benefits the company provides to the employees which cover not only the financial security to the person but include several factors that are important for life.

4; TOOLS TO MEASURE EMPLOYEE ENGAGEMENT

Every organization needs to measure their employee's engagement using different tools and techniques which can be used for further improvement. The companies can use these tools to measure the employees level of engagement in the job (Mann, 2021):

4.1.Survey tools

The survey can be conducted by the management of the company in order to understand the employees to take an overview of the employees involved and it helps to understand the requirements of the changes that can be done based on the survey. It helps in the overall improvement of the company's different factors which are affecting employee engagement.

4.2.Communication and interview

Communication can be also used as a tool by the management to understand and know the employee's interests and involvement in the company but it should be done using the in personal meeting and talks with the employees which is time-consuming and employees may not share actual information during the communication due to various reason's. Through

evaluating the employee's engagement in the communication with its co-workers analysis of their

4.3.Performance monitoring tools

Individual performance if the employees can be analysed for the knowing the person interest and involvement in the organization that either the person is interested to work with the company in long run or he/she is just fulfilling the responsibilities that are given to him.

4.4.Goals tracking tools

Tracking tool provides insight about the level of enthusiasm in the employees to achieve any goals which is given to him and how it is achieved by the employees in the given criteria of the management.

4.5.Feedback

Feedback provide privacy as these are given anonymously by the person and the employer do not know the actual identity so it makes easier to the employees to provide and actual information which can be significant for the company to understand the actual level of engagement. As feedback is effective because it is open-ended to share anything that helps to cover the aspect on the management is unable to recognize.

It is most effective and efficient tool for the organization to collect information for knowing the problems that employees are facing in the organization.

4.6.Employees retention rate

Analysis of the employees' retention rate in the company is an effective tool for the management so know and understand the engagement. It is one of the most effective methods in terms of cost and time as the past data need to be used for the analysis. It is very helpful for the company to

The tools mentioned above can be used by every type of organization in order to measure their employees involvement and interest in the organization which helps to know the areas that needs to be improved. There are other types of tools available but these are

5; EMPLOYEES VALUE PREPOSITION AND IMPLEMENTATION

It is a set of benefits that companies decided to provide their employees according to the employees ability and competence to perform for the organization (Indeed, 2022). The

employees value proposition combines several benefits that are being provide to the employees in different forms. Mainly EVP plans are laid does to attract the potential talent in the organization so the company can achieve its goals and objectives it is intergral part of the human resource department of every organization.

Employees Value Preposition	
Compensation	Salary pay raise, bonuses, fairness
Benefits	Health care, flexibility working, parental leaves, retirement funds
Career opportunities	Promotion, education, learning and growth.
Culture	Working Atmosphere, recognition, values and ethics

5.1.The compensation

In the employees value proposition of the company will cover monetary benefits for the employees in the organization which will include the basic salary, pay raise, bonuses for performing better then targeted and fairness.

The compensation strategy of the company for the employees will be according to the industry standards to maintain and eliminate the gap in the compensation which will be beneficial for the organization to attract competent and skilled talents.

5.2.Benefits

It includes the benefits other than monetary values to the employees which are indirect pay by the company to the employees such as health cover for the employees as well for their families, retirement funds, parental leaves etc.

The benefits that are given to the employees should be according to the needs and requirements it should not provide to everyone (Vaswani, 2021),. If anyone is having should be avail for the parental leave not everyone even if someone is married.

5.3.Promotion and career opportunities

The employee's value proposition includes all factors such as career opportunities in which the employees look forward any possibility of growth in the career in terms of promotion. It cover the learning throughout the working in the company in terms of training and education of the new things

The organization's employees value proposition should provide equal opportunities for everyone based on the performances of the every employees, it will be helpful in increasing the fairness and equality in the organization.

5.4.Culture

The organizational culture is important factors like other which cover working environment for the employees in the company, values and ethics of the company which decide the type of the environment that organization will provide.

To improve the culture of the organization it is very important for the company to keep its values and ethics at high standards and create and diverse environment which provides equal opportunities for everyone on the basis of the performance.

If the organization makes and practical employee value proposition which is according to the current scenario of the industry in which the company is working then it will be helpful for the company to attract and retain the potential and skilled human resources in the organization. This will eventually contribute in the growth and success of the business in the long term.

6; CONCLUSION

The above assessment works were done to analyse the employee engagement in the organizations. It showed that employee engagement is related to the involvement and connection of the person with the company in which they are working and it plays important role in the success of the organization. These are several factors that can decide the level of the employee's engagement in the company such as environment, career opportunities, recognition and benefits the employees get from the company. While engagement can be measured using different tools such as surveys, performance measuring tools, feedback, interview, and employee retention rate. The employee value proposition plan includes the compensation, benefits, different career opportunities and culture of the organization which should be as per the industry standards.

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