



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

OPERATING HOTEL FACILITIES

BMIH4006

WEEK : EMPLOYEE ENGAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

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Agenda

- Outcomes of the session
- Module Learning outcomes
- Employee engagement
- Statistics
- Engagement models
- References



Outcomes of the Session



- Describe employee engagement
- Highlight employee engagement examples, data and statistics

WHAT IS EMPLOYEE ENGAGEMENT?

Employee engagement is the level of mental and emotional commitment an employee has towards their job, the organisation and its goals.

An engaged employee is driven to help their organisation succeed by directing their best efforts towards their work. They believe in the organisation, and they will work to make sure that the organisation succeeds.



Group Discussion:



- Who do they think is more important?
- Employee or Guest?

5 Reasons why your employees are more important than your guests



Influence



Culture



Powerful energy



Connections



Commitment – in other words engagement



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Satisfied Employee

- Content
- Stagnant
- Complacent
- Unproductive
- Secure
- Mediocre work

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Engaged Employee

- Passionate
- Driven
- Improve processes
- Add value
- Wow your guests
- Rave, remain and reach
- Involved
- Connected

Group Discussion:

Why would
someone not be
Engaged in what
they do?



Disengaged

- Poor productivity
- Reduction in work quality
- Lack of enthusiasm
- Late to arrive
- Increase in absenteeism
- Silence
- Poor work quality
- Damage work culture

Any Questions?



What does great employee engagement look like?





Group Discussion

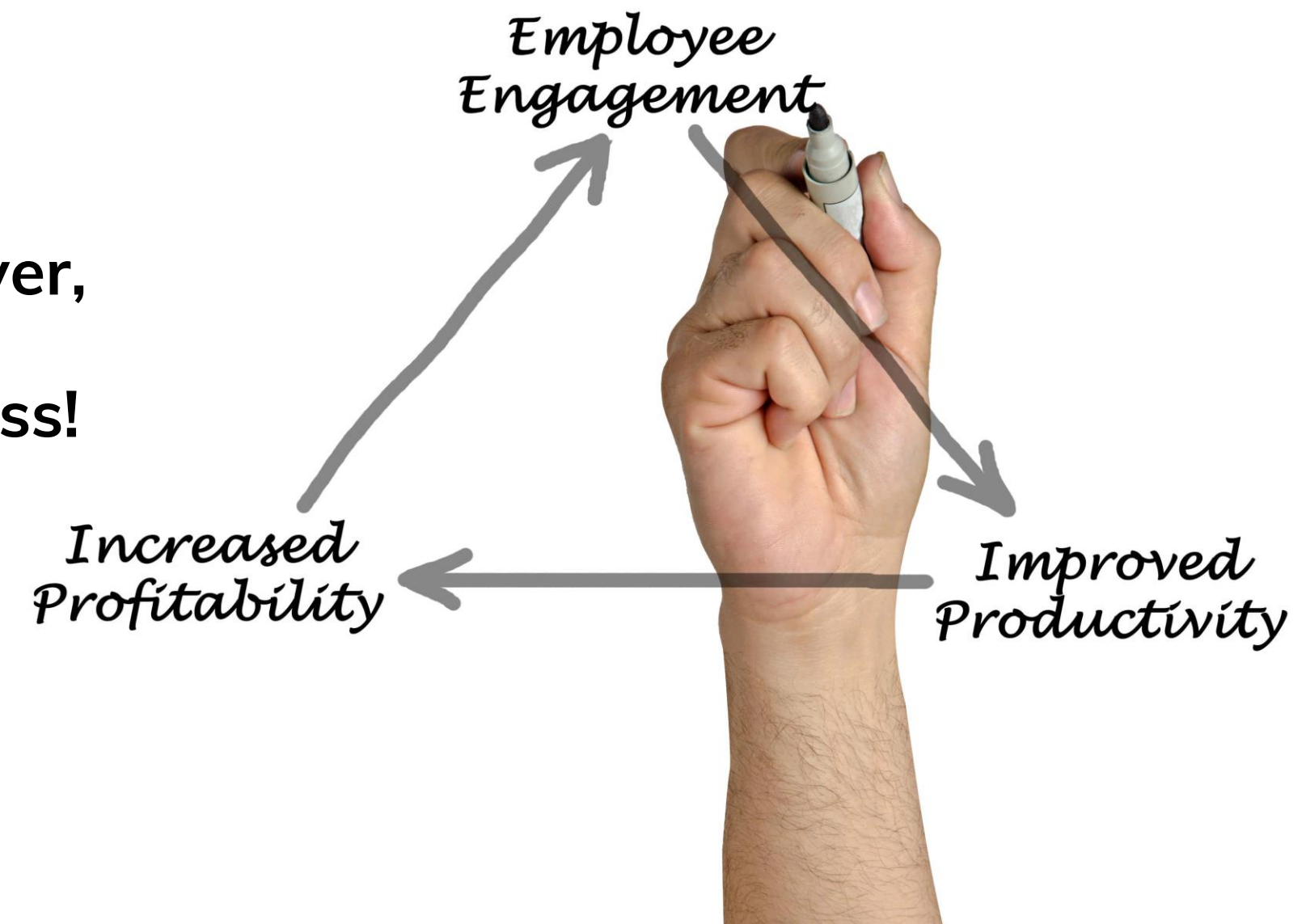
- How important is employee engagement?
- What is impacted by employee engagement?



WHY IS IT IMPORTANT?

Employee engagement pays off by reducing turnover, increasing productivity, and increasing revenue. Ultimately, engaged employees lead to hotel success!

Let's look at those 3 factors...



Employee engagement reduces turnover

(BUREAU OF LABOR STATISTICS, 2022)

(TRACEY & HINKIN, 2006)

The annual hotel employee turnover rate stands at a staggering 86.3%. Engaged employees tend to be happier employees, and are therefore less likely to leave your venue for another employer. According to Cornell's Center for Hospitality Research, turnover costs the hospitality industry £4,545 per lost employee. Think about what retaining one, five, or 10 employees over a year through engagement could mean for a hotel.

Engaged employees are more productive



In addition to the thousands of pounds associated with hiring and training new employees, turnover also costs hotels productivity. Even before disengaged employees quit, they're less motivated by their work so they don't perform at their maximum potential and are more likely to take sick days. Engaged employees, on the other hand, take 10 times fewer sick days than disengaged employees.



Engaged employees produce more revenue

(GALLUP, 2020)



Did you know that highly engaged employees bring in **147%** more profits than their less passionate peers? When front-of-house staff are inspired by their work, they can upsell and serve more authentically, which makes customers more receptive to their offers. Engaged employees work harder, make customers happier, and generate more revenue for your hotel than disengaged employees.

Any Questions?



Group Discussion

- Lets hear from you:

Please share some of your experiences regrading employee engagement or disengagement



Companies in the highest quartile
of engagement experience lower:

Employee Theft



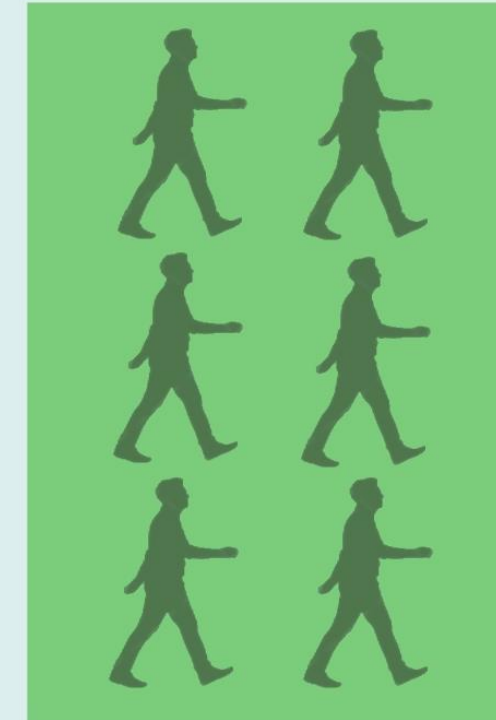
-28%

Absenteeism



-41%

Staff Turnover



-59%

SOURCE: STATE OF THE AMERICAN WORKFORCE, GALLUP

*What would happen if you had a proven
way to improve employee engagement?*

@LeanCXSore

STATISTICS

COMPANIES WITH HAPPY
EMPLOYEES OUTPERFORM
THE COMPETITION BY

20%

1



STATISTICS

2



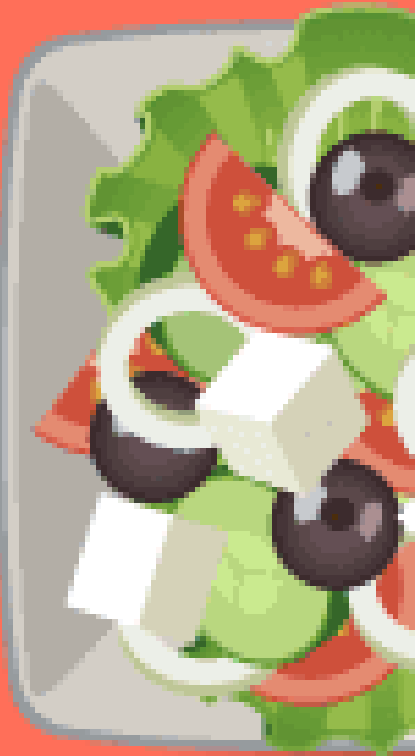
HAPPY EMPLOYEES ARE
12% MORE
PRODUCTIVE

67%

OF FULL-TIME EMPLOYEES
WITH ACCESS TO

FREE FOOD

AT WORK ARE “EXTREMELY”
OR “VERY” HAPPY AT
THEIR CURRENT JOB



3

STATISTICS

4



HAPPY SALESPEOPLE PRODUCE

37%

GREATER SALES

STATISTICS

36%

OF EMPLOYEES WOULD GIVE UP

\$5,000

A YEAR IN SALARY TO BE
HAPPIER AT WORK



5

STATISTICS



STATISTICS



THE TOP 3 FACTORS
CONTRIBUTING TO JOB
SATISFACTION ARE

- JOB SECURITY
- OPPORTUNITIES TO USE SKILLS AND ABILITIES
- ORGANIZATION'S FINANCIAL STABILITY

STATISTICS

9

EMPLOYEES WHO
REPORT BEING HAPPY
AT WORK TAKE

10X

FEWER SICK DAYS
THAN UNHAPPY EMPLOYEES



STATISTICS

10

FORTUNE'S "100 BEST COMPANIES TO WORK FOR" ENJOYED A RAISE IN STOCK PRICES OF

14%

PER YEAR FROM 1998-2005, COMPARED TO

6%

FOR THE OVERALL MARKET



ONLY
42%

OF EMPLOYEES ARE HAPPY WITH THE REWARDS AND RECOGNITION THEIR COMPANIES OFFER



11

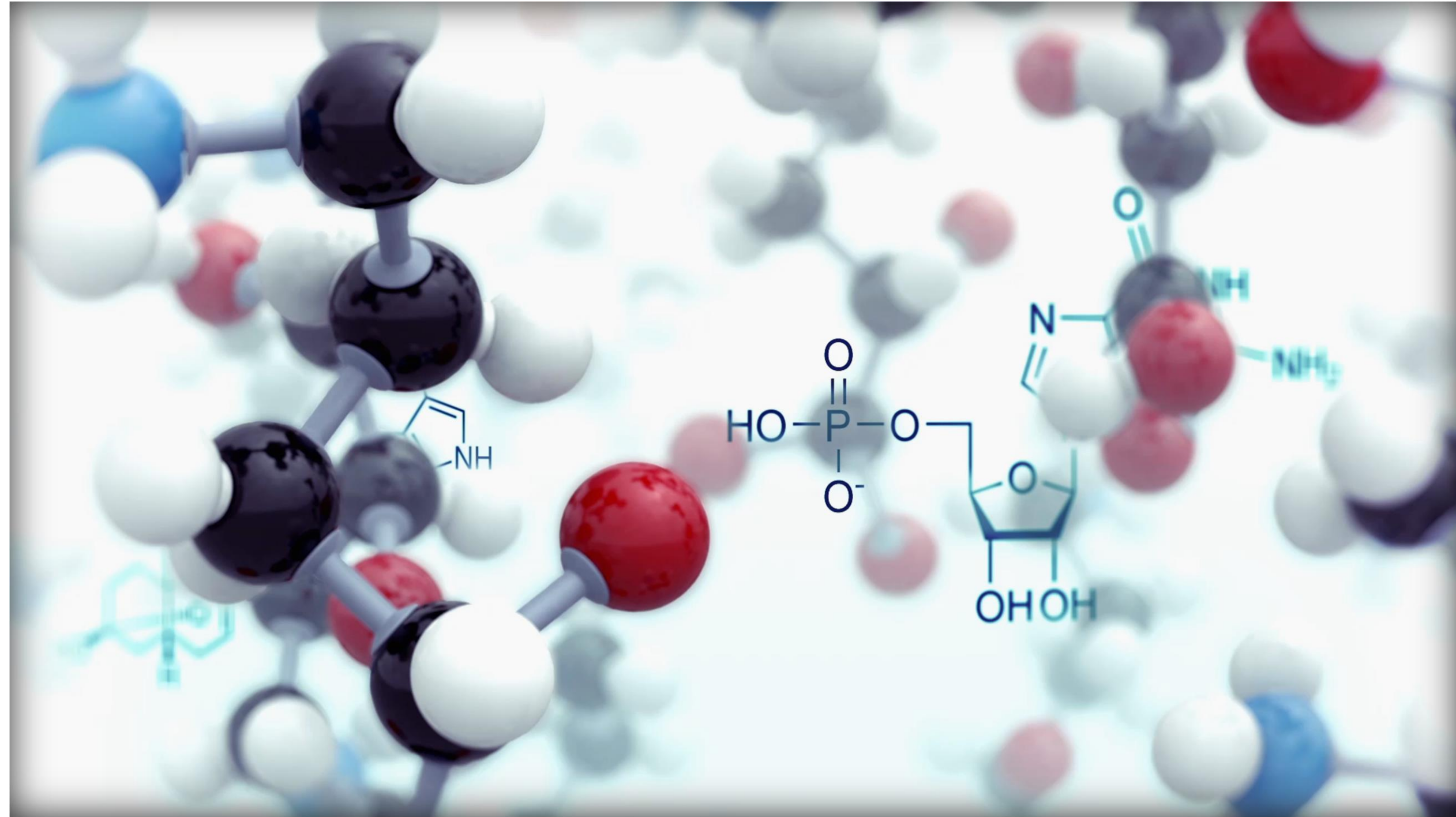
Any Questions?



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Employee Engagement Models



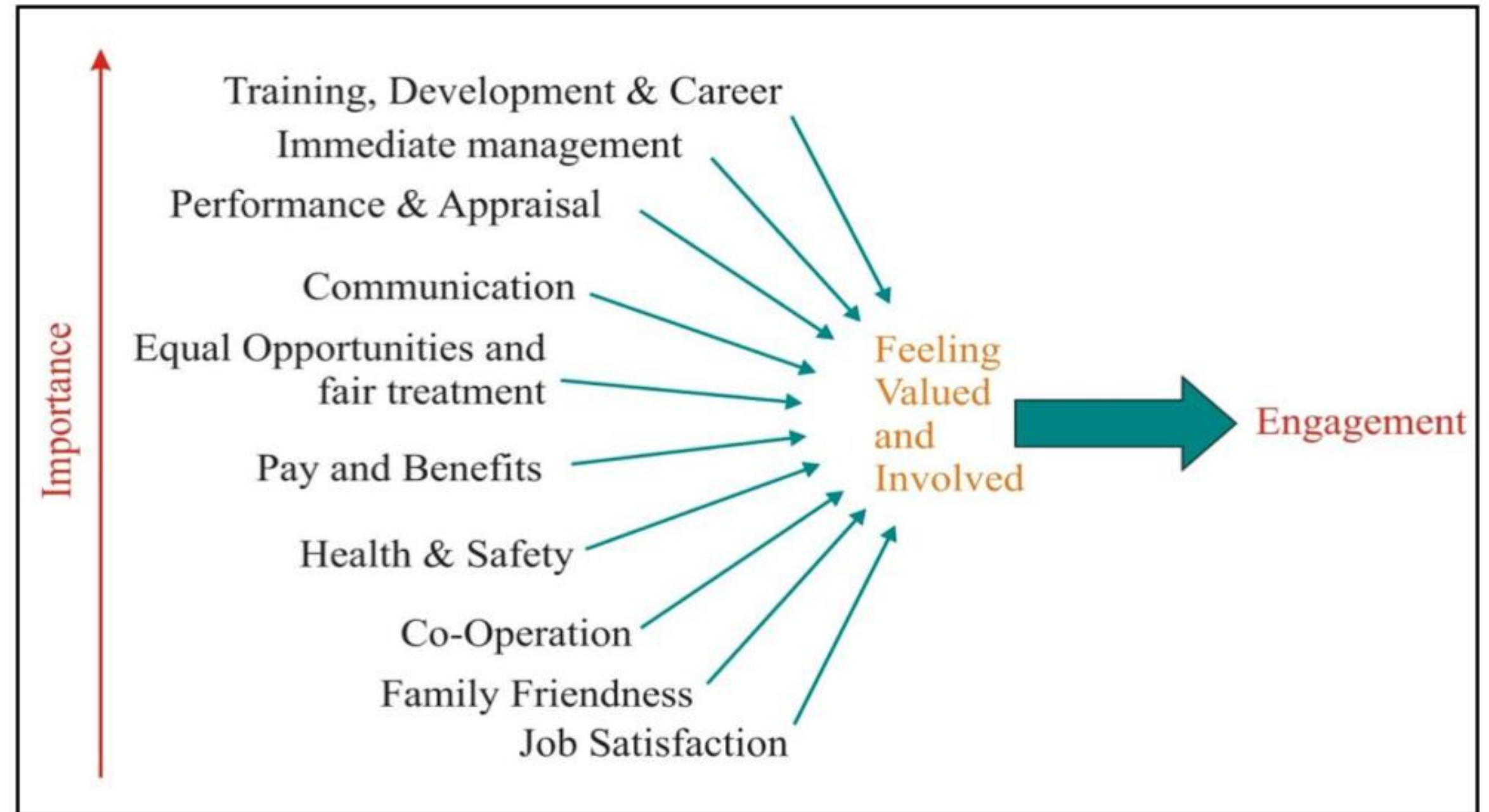
Breakout Room Activity :



- Can you research some employee engagement Models

Employee Engagement Models

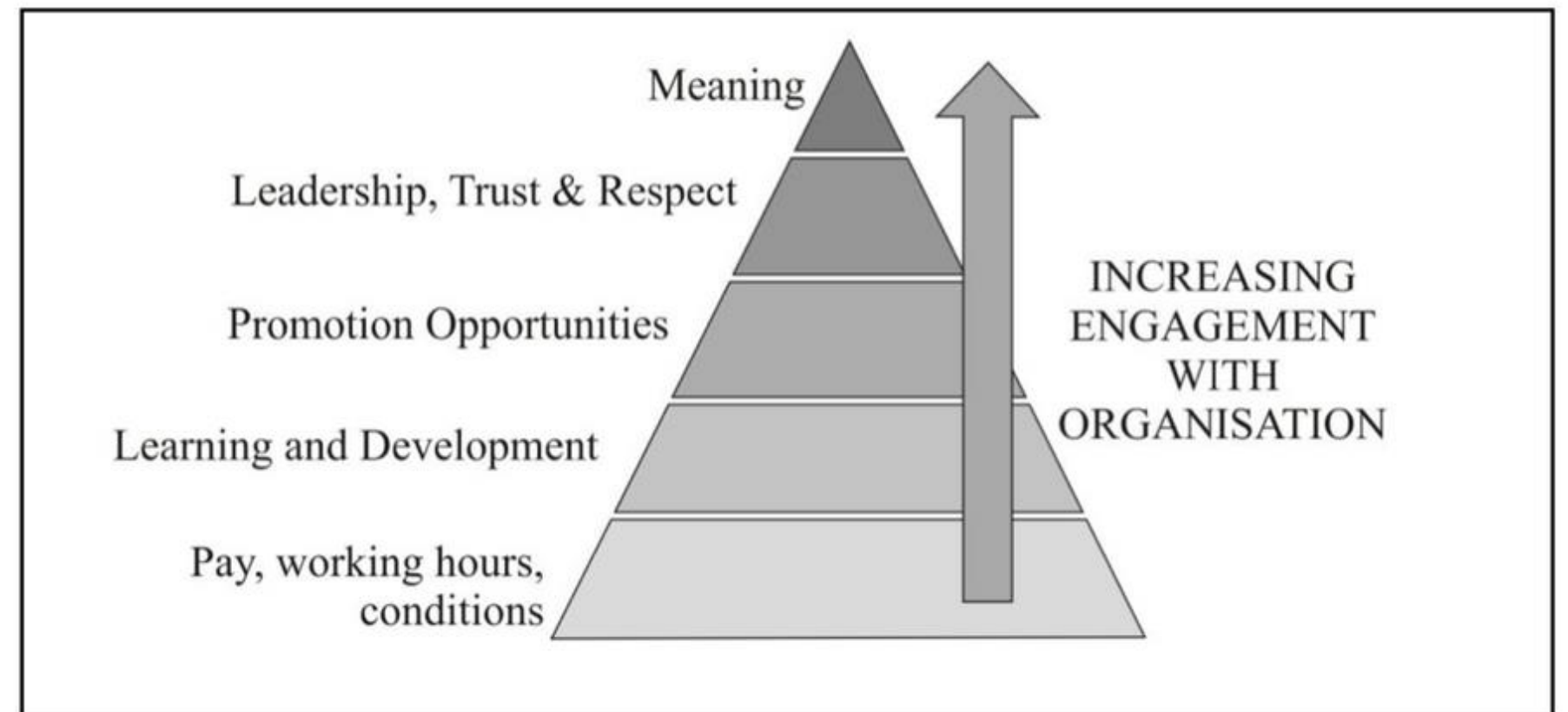
IES model of Engagement



Schmidt model of employee engagement



Penna's model of employee engagement



Zinger model of employee engagement



1. Organisational
2. Individual
3. Leadership

STATISTICS: THE SOURCES

- usatoday.com/story/money/2015/09/16/study-says-snacks-affect-happiness-at-work/72259746
- growtheverywhere.com/management/statistical-case-company-culture
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- randstadusa.com/about/news/randstad-us-employee-engagement-study-reveals-how-bosses-can-become-workplace-heroes
- bhengagement.com/report/employee-happiness-study

How can you improve your hotel's performance







EMPLOYEE ENGAGE- MENT





Who's Sinking Your Boat?



Employee Engagement 2020



Outcomes of the Session



- Describe employee engagement
- Highlight employee engagement examples, data and statistics

IN YOUR OWN TIME...



Agenda

1. ROI of Engagement
2. Defining Engagement
3. Taking Action on Employee Feedback
4. Expanding Ownership of Engagement
5. Setting Expectations with Leadership
6. Employing an Effective Listening Campaign
7. Managing Planned and Unplanned events in the Employee Experience

Thank you for Today

I look forward to seeing you next week. If you have any questions in the meantime, please send an email kathryn.flynn@uwtsd.ac.uk.

REFERENCES

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7shifts (2019) Study: Data-Backed Ways To Reduce Restaurant Turnover. [online] Restaurant Management & Growth Blog. Available at: <https://www.7shifts.com/blog/study-engage-employees-reduce-restaurant-turnover/> (Accessed: 15 October 2021).