

Developing an Effective Employee Engagement Strategy

**Presented by:-
Isaac Hamood
Farheen Bano
Ibrahim Sardar
Disha Jain**

EMPLOYEE ENGAGEMENT IS "*The Involvement With and Enthusiasm For Work*"

- *Cognitive Engagement*
- *Emotional Engagement*
- *Behavioural Engagement*

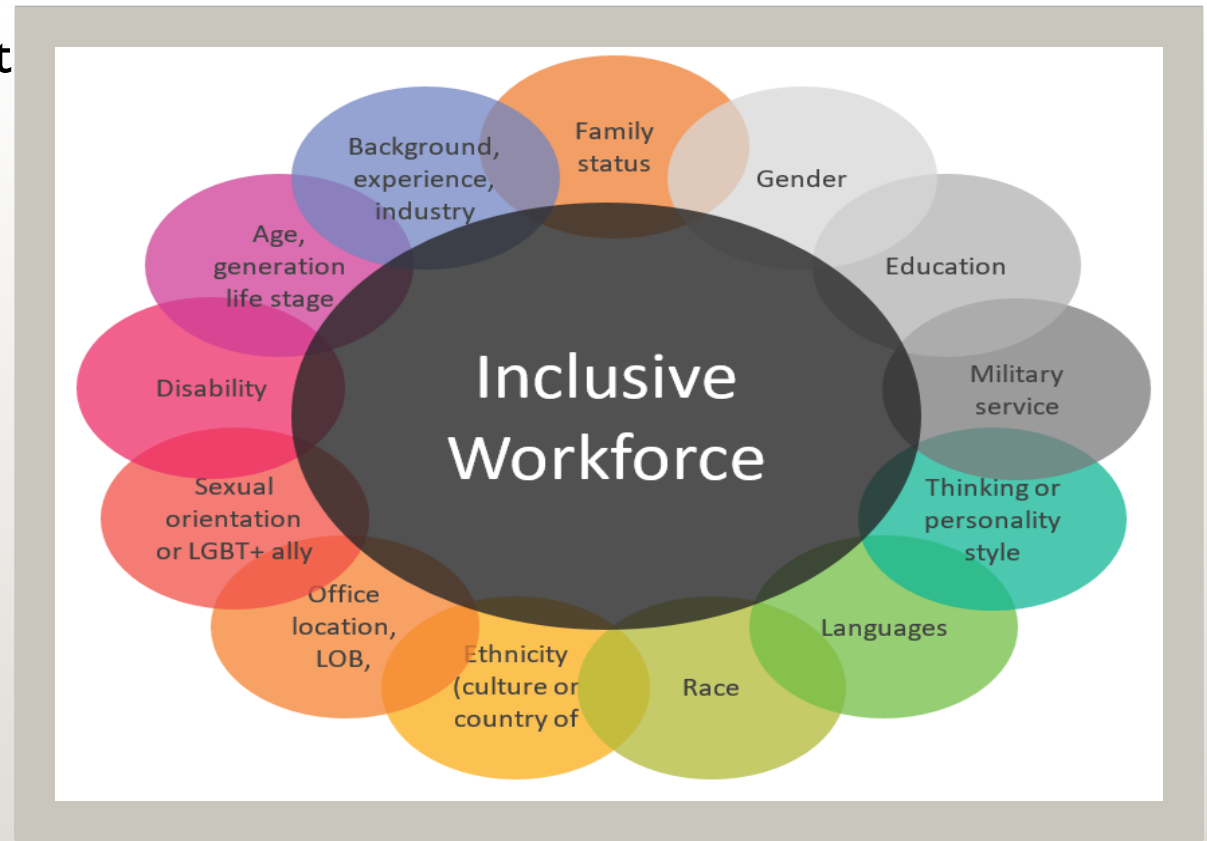
Gallup. (2021)

FOSTER DIVERSITY AND INCLUSION:

CREATING A MORE INCLUSIVE AND EQUITABLE WORK ENVIRONMENT =
VALUED, RESPECTED, AND INCLUDED

- Inclusive Culture Drives Engagement
- Employee Voice and Input
- Employee Resource Groups (ERGs)
- Diverse Leadership
- Training and Development

Deloitte. (2017).



LEADERSHIP DEVELOPMENT

EMPOWER EMPLOYEES, ENHANCE THEIR SKILLS, AND PROVIDE GROWTH OPPORTUNITIES

- Engaged Leaders Drive Engagement
- Development Opportunities Increase Engagement
- Skill Enhancement and Confidence
- Career Progression and Retention
- Improved Team Dynamics

Corporate Leadership Council. (2012).



ESTABLISH A POSITIVE WORK ENVIRONMENT

- Encourage open, honest communication between team members and leadership to build trust and a safe space for feedback.
- Encourage people to work together, share knowledge, and accomplish goals.
- Recognising individual and team achievements boosts morale and encourages personnel.
- Create a respectful, diverse team atmosphere.
- Create a friendly environment where employees feel linked to the company's vision and values, fostering pride in their job.



COMMUNICATE ORGANIZATIONAL VISION AND GOALS

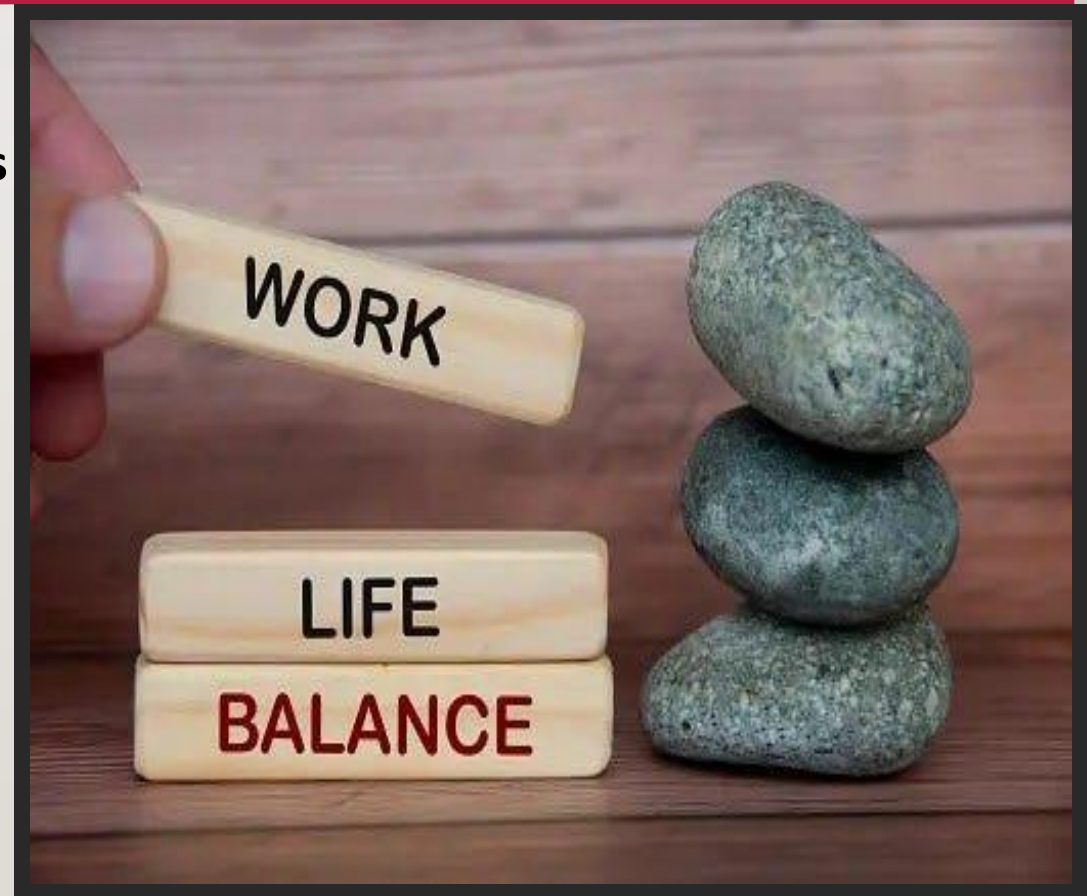
- Briefly outline the company's vision and mission.
- Show how specific staff responsibilities and tasks fit with the strategic objectives, highlighting how they help the organisation succeed.
- Regularly report progress towards strategy goals.
- Reinforce employees' importance by emphasising how their work directly impacts the vision and mission.

Encourage open communication and feedback to create a cooperative environment where staff members can contribute ideas and insights.



FOSTER WORK-LIFE BALANCE

- Managing a person's time and efforts efficiently (Samroodh et al., 2022).
- Use surveys and feedbacks to identify the challenges of work-life balance (Gálvez, Tirado and Martínez, 2020).
- Short work weeks, wellness programs and communication and culture building for the enhancement of work-life balance (Cochis et al., 2021).
- A comprehensive schedule to implement the work-life balance programs
- Key performance indicators (KPIs) to assess the effectiveness (Oludayo and Omonijo, 2020).



EFFECTIVE LEADERSHIP

- To build a great leadership team inside the firm (Jiang and Shen, 2023).
- Good leaders have emotional intelligence, vision and purpose, communication skills and adaptability (Banwart, 2020).
- Leaders modify leadership styles by strategic approaches (Yan et al., 2023).
- Effective Leadership increases motivation, performance and talent development (Tourish, 2020).
- Coaching and monitoring and development programs help to cultivate the effective leadership (Hoogetboom and Wilderom, 2019).



ENHANCE EMPLOYEE BENEFITS

There are some ways in which the benefits of the employees can be increased.

Firstly, the employer can give the benefits of health insurance to the employees, this can be a technique to let the employees know that they are important for the company (Kadir et al., 2019).

Secondly, The company can provide some important training to the employees so that they can enhance their productivity.

Thirdly, the company can also give some benefits to the family of the employees like they can arrange some tours and medical insurance for their family. Fourthly, employers can also give the banking facility to the employees like opening their accounts for salaries and so on.



EMPLOYEE WELL-BEING

- The company can take some initiatives to enhance the well being of the employees.
- Firstly, the company can boost up the employees to be more efficient in identifying the problems of the workplace (Pradhan and Hati, 2022).
- Secondly, companies can also take some initiatives to create some sense of social well-being among the employees.
- Thirdly, employers can maintain the managers of the company to be supportive and encouraging towards the employees. They can also ensure that the pressure of the work is not extreme for the employees.



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