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Employee engagement is impacted not only by positive factors but also by detracting elements that could hinder staff's motivation as well as commitment. One major detracting factor is the lack of clear goals and expectations (Rasool et al., 2021). When employees are indeterminate regarding what is expected of them in their roles, their engagement is possibly to suffer. Sainsbury's uses various performance management processes; however, there are instances where staff members feel that these processes lack clarity or effective communication. A recent survey performed by Glassdoor in 2022 illustrated that (52%) of Sainsbury's staff members showed dissatisfaction with the clarity of their goals and expectations (Glassdoor, 2023). This reflects that the absence of well-defined goals could weaken employees' sense of purpose as well as influence their eagerness for their work.

Similarly, unfair treatment could majorly affect employee engagement, even when companies have policies aspired at encouraging fairness. At Sainsbury's, despite having several fairness-promoting policies, some staff members feel that they are not being treated equitably. For instance, a survey performed by the Equality and Human Rights Commission in 2019 discovered that 20% of Sainsbury's staff members had faced discrimination while at work. This recommends that unfair treatment could be a factor that lowers employee engagement at Sainsbury's (Equality human rights, 2022).

Effective communication is a major factor in keeping staff members engaged and linked to the happenings within a firm. At Sainsbury's, various communication avenues, like the intranet and staff newsletters, are in place. Though, some employee's express feelings of being left out when it comes to significant decisions. A notable instance is a survey performed by the CIPD in 2021, which exposed that (57%) of Sainsbury's staff members felt uninformed regarding important choices being made. This accentuates how a lack of communication could weaken staff engagement at Sainsbury's (CIPD, 2022). When staff

members are not sufficiently informed, it can lead to disengagement and a decreased sense of involvement.

A comprehensive strategy to increase employee engagement within Sainsbury's revolves around two major pillars: encouraging a fair as well as equitable workplace and encouraging open as well as honest communication (Geisler et al., 2019) By resolving these aspects, Sainsbury's could develop a more involving as well as productive work environment. In order to develop a fair as well as equitable workplace, Sainsbury's must recognize the significance of equal opportunities for all staff members, regardless of their race, gender, sexual orientation, or disability. This involves establishing policies as well as practices that make sure unbiased treatment and growth opportunities for everyone (Geisler et al., 2019)

Moreover, Sainsbury's could effectively raise employee engagement by boosting open as well as honest communication. By boosting a culture where information is shared clearly, staff members feel more associated to the firm's objectives as well as decisions. It is important for Sainsbury's leadership to keep staff members informed regarding important matters, like the firm developments and transitions, via regular updates as well as channels that reach all staff levels (Geisler et al., 2019)

Implementing these strategies connects with contemporary research findings (Geisler et al., 2019) that recognize the role of equitable treatment as well as communication in driving employee engagement. By developing an environment where justice and open communication are vital principles, Sainsbury's could increase job satisfaction, motivation, and overall well-being among its employees.

Developing a positive work environment is a vital step for Sainsbury's to increase employee engagement. A positive work environment is one where staff members feel comfortable, encouraged, as well as associated to their work and peers. This could be gained by

encouraging a sense of belonging as well as well-being. One way Sainsbury's could maintain a positive work environment is by concentrating on the well-being of its staff members (Knight et al., 2019). Delivering on-site fitness facilities illustrates the firm's commitment to the health and wellness of its staffs. Similarly, providing mental health support services is equally vital. It illustrates that Sainsbury's cares regarding the emotional and mental health of its staffs, developing an assistive environment where individuals feel comfortable asking for assistance when required. Valuing staff member's wellness participates to a positive as well as caring workplace culture (Knight et al., 2019).

Recognizing and rewarding employee participation is another important aspect of developing a positive work environment. Staffs members who feel their efforts are valued and appreciated are more expected to be involved as well as encouraged. Sainsbury's could gain this by establishing various forms of recognition, like performance-based pay, bonuses, as well as awards (Knight et al., 2019).

To further increase employee engagement, Sainsbury's must establish a comprehensive approach that involves measuring as well as monitoring engagement levels, and investing in staff members training and development.

Frequently measuring and tracking staff member's engagement is an important step for Sainsbury's to acknowledge the efficiency of its engagement initiatives. By utilizing surveys, feedback mechanisms, as well as other assessment tools, the firm could achieve insights into how staff members perceive their work surroundings and their level of devotion. This constant assessment assists determine areas of enhancement as well as enables Sainsbury's to perform informed adjustments to its engagement strategy. By resolving particular concerns or gaps, the firm could develop a more engaging and assistive workplace (Rasool et al., 2021).

Investing in employee training and development is another major aspect of fostering engagement. By delivering training programs that increase employees' skills as well as understanding, Sainsbury's motivates its workforce to stand out in their roles. This not only enhances job performance but also delivers opportunities for personal as well as professional development. When staff members feel that their growth is prioritized, they are more possibly to be engaged and motivated. These training initiatives participate to a sense of investment in their careers and foster a positive outlook toward their work (Rasool et al., 2021).

Incorporating these strategies connects with the insights from Rasool et al. (2021), which recognize the importance of employee development and engagement measurement. By constantly assessing engagement levels and investing in employees' growth, Sainsbury's could foster a dynamic and engaged workforce, driving both individual and organizational success (Rasool et al., 2021).

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