

The main purpose of this report is to create a research proposal to improve employee engagement for Hilton hotel. It will also explore the impacts and aims of employee engagement any many more. The idea of employee engagement has gained popularity recently. There are several studies conducted by numerous people stating what is and the consequences of poor engagement. To conduct this report, it will be essential to know the definition. Employee engagement must be maintained as it is a complicated topic, as there are over 20 million definitions online. It is generically the level of enthusiasm and dedication a worker feels toward their job (Tim Smith, 2020). It is the level of engagement that the employee feels about the job. It is particularly important as the more engaged they are the more likely they are to keep their job there and not go somewhere else. In this proposal, I have focused on Hilton. It is a world known hotel which was founded in 1919 by Conrad Hilton and is currently owned by Christopher J. Nassetta. It is currently number 1 in the industry, this year it has already made more than \$12,040M (BrandFinance, 2022). Although, just like other hotels it is facing many problems. The main one being the amount of employee engagement. This is detrimental as inadequate employment engagement absolutely destroys morale, poor management, shortage of staff, lack of training, reduced profits, dissatisfied customers, bad brand image, bad reviews for employees and customers and many more. Therefore, employee engagement is needed. Not just for Hilton, the lack of employee engagement is a recurring problem throughout the whole industry and there many ways to improve employee engagement. For example: leadership, rewards, services, listening and many more. The aims of employment engagement are building engaged relationships between the workplace and the employee, communications between employers and employees and managers, planning for unknown circumstances, creating opportunities, building confidence, creating a supportive environment, developing honesty and many more. The benefits of employee engagement are incredibly supportive of businesses. Employee engagement is the main factor that destroys many small and big hotels. Fortunately, Hilton has many resources that will aid the methods of improving employee engagement which will be discussed in the main body of the essay. Culture also impacts the amount of employee engagement as a good employee culture engages the employee more whereas the bad culture does not. This will be discussed in the main body.

Excessive research has established that the success of the organisation is mostly determined by the workforce and whether it is engaged or not. To improve the performance, services and the work rate of employees, efficient research is needed. There are many research proposals that can improve Hilton's performance, such as researching the ways of effective leadership. Effective leadership can be fulfilled when managers engage in honest, open communication. (SkyeSchooley, 2022) as when managing employees, a straightforward response is needed. Another way it can be fulfilled is connecting with fellow employees as this strengthens bonds and creates a trustworthy connection. Another way may be teaching employees, instead of commanding them to do something. A responsible leader demonstrates what is

required and teaching employees increases the level of engagement. Honest feedback also builds good leadership as if you are not direct, people will not know how you think of them. Now, the benefits of effective leadership regarding employment engagement are beneficial to the business. It motivates the employee, inspires the employee, creates a sense of respect in the workplace, helps employees overcome challenges, empowers employees, and creates a sense of ambition. All these factors contribute to employee engagement in a positive way.

Developing a useful culture is also vital to research. When there is a good culture staff are four times less likely to suffer from burnout and nine times more likely to stay with the organization, according to data from Limeade (Amanda Schiavo, 2019). There are many ways to develop this, like allowing humour, this helps develop this as the workplace is livelier and employees are not just mindlessly working. Another way is creating opportunities for employees to get to know each other, this helps as employees know who they are working with. Another way is utilising the employees' feedback, instead of thinking critically, think that employees care for the organisation (Hilton) and take time to improve the overall service. Achieving a good employee culture increases employee engagement as it brings a lack of direction to a transparent direction, poor brand image to improving the brand image (Hilton already has an exceptional brand image but there is always room for improvement), inconsistent to effective management and low to high trust.

Another method which will aid us is a clear delivery of important messages as this will make the employees listen and a lack of direction can be perplexing. Only 56% of employees in the employee survey find the information they receive easy to understand. This can be fixed by several ways, like clearly establishing goals and what is expected of employees, providing a simple overview of what Hilton is trying to get across and clear communication. There are many benefits of this, the main one being that the employees know what to work on and what is expected.

A final method Hilton may need to understand before the proposal is manager empowerment.

References=

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Amanda Schiavo. (2019). Good benefits and pay aren't enough to keep your employees: Organizations need to stop thinking so much about perks and more about workplace culture. Employee Benefit News (Online).

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