



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

Name: - Jasmine Kaur Parmar

Student-Id: - 2238559

Topic:- Reflection on Employment engagement

Module Code: - LCMB7000

Lecturer : Mr. Mohamed Asim

MODULE :HUMAN RESOURCE MANAGEMENT

I have learned numerous things during preparing presentation of human resource department. This knowledge makes me familiar with different strategies to HR department which important to run an organization in better way. I have gathered a lot of information about employee engagement which indicates employee's emotional commitment to job roles at the company objective. With employee engagement strategy, it is determined how much level of interest an employee has towards his job responsibilities in the company. The companies get benefits from high levels of employee engagement in different ways. I have learned that according to Gallup's 2020 study, there is a significant drop in negative outcomes, like employee turnover and absenteeism, within teams that demonstrate higher employee engagement. Furthermore, companies with engaged workforces see significant improvements in profitability, customer loyalty, and sales productivity. Moreover, I get deep insight about the essential components of meaningfulness, safety, and availability that affect employee engagement are highlighted by Kahn's framework. These three factors help the organizations to improve employee engagement in positive way which is good for productivity of the company and growth of employee also.

This concept highlights that engagement includes personal investment, a sense of security, and a willingness to contribute in addition to tasks. There are several benefits that company needs to give to employees such as paid vacations, health benefits and free snacks facility which establish a good bond between employee and employer and also helpful for creating a positive work culture in the company. The well-known businesses like Google and Amazon provide strong examples of effective employee engagement techniques. The onsite facilities offered by Google and its innovative culture promote a collaborative atmosphere that promotes participation. Similar to this, Amazon's ground-breaking gamification strategy, like the FC Games program, uses competition to increase effectiveness and engagement. I have learned about several benefits of employment engagement to organization such as Productivity is considerably increased by employee engagement. Employees work harder to finish tasks effectively when they feel engaged to their work and that their efforts count. Higher output and

better outcomes for the organization are generated from this. Employees that are engaged are more likely to stick around the company for the long run which reduce employee turnover. They experience a sense of dedication and loyalty, which lowers turnover rates. Because it reduces the expenses and inconveniences associated with recruiting and onboarding new personnel, this consistency is essential for organizations.

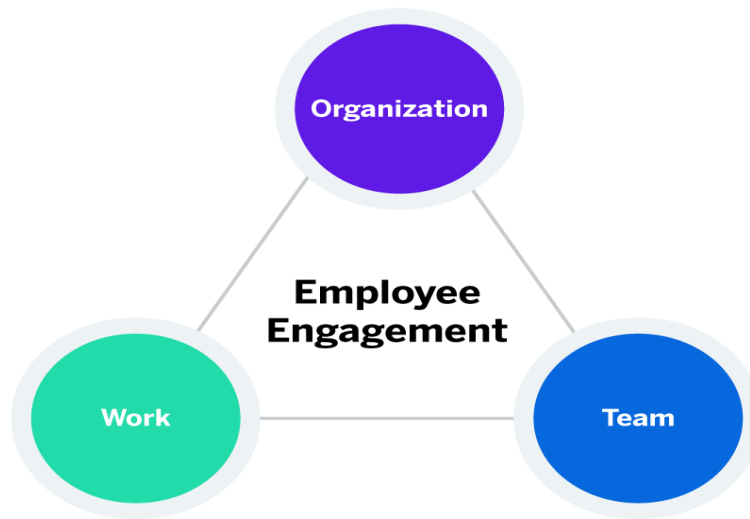


Figure 1:- Employee engagement

I have learned that when employees are engaged, they link their efforts with the goals of the organization. This collective commitment boosts overall performance. Departments collaborate, communication flows efficiently, and everyone strives for common goals, resulting in a more effective organization. With employee engagement strategy, the engaged employees not only stay longer but also become advocates for the organization. They form a deep relationship to the company's ideals and culture, which creating a sense of belonging. This dedication leads to improved teamwork and cooperation, and, eventually, increased retention rates. Employees who are engaged are more inclined to seek advancement within the organization. They welcome learning opportunities and skill development, which improves not only their careers but also the organization's total skill pool. Individuals and the company gain from this ongoing progress. Engaged employees embody the ideals of the organization and help to develop a positive workplace culture. Their commitment to shared beliefs results in a

harmonious and motivated staff. This alignment enables people to collaborate to achieve common goals. Basically, this strategy is very helpful for success of any of the company at international market and set a positive image of company brand in global market (Smith, 2022).



Figure 2:- Employee engagement benefits

I understand that the main target of employee engagement strategies is understands employees' needs, creating defined targets, and implementing a varied range of initiatives are all critical components of a successful employee engagement plan. This comprehensive strategy integrates engagement activities with company goals and individual aspirations, enhancing the chances of long-term participation. Employee engagement methods do not have a universal formula. Instead, these tactics should be modified to reflect the particular culture and values of each organization (Ryba, 2021). What works well for one company may not work well for another, emphasizing the importance of customization. Engaged employees are aware of the positive impact of their work has on customer experiences. They are more dedicated to providing high-quality items and exceptional customer service. Employee satisfaction leads to

satisfied customers, which fosters customer loyalty and favorable word-of-mouth. The Zappos and Netflix are examples of companies which keep employee engagement on top of everything.

The other thing that I have learned is about Harvard model of human resource management which allows companies to manage the work system of the company and create different HR policies. With the implementation of this model, the human resource department focus on the wellbeing of individual employee and long term relationship of employees with the company which is a good sign for company success in future as well as in current time. Each company has working with different stakeholders which includes government, employees, community and unions, and HRM policies help the company to establish strong bond with all stakeholders so that their interest must be increased on the company with time and they contribute towards achieving objectives of the company.

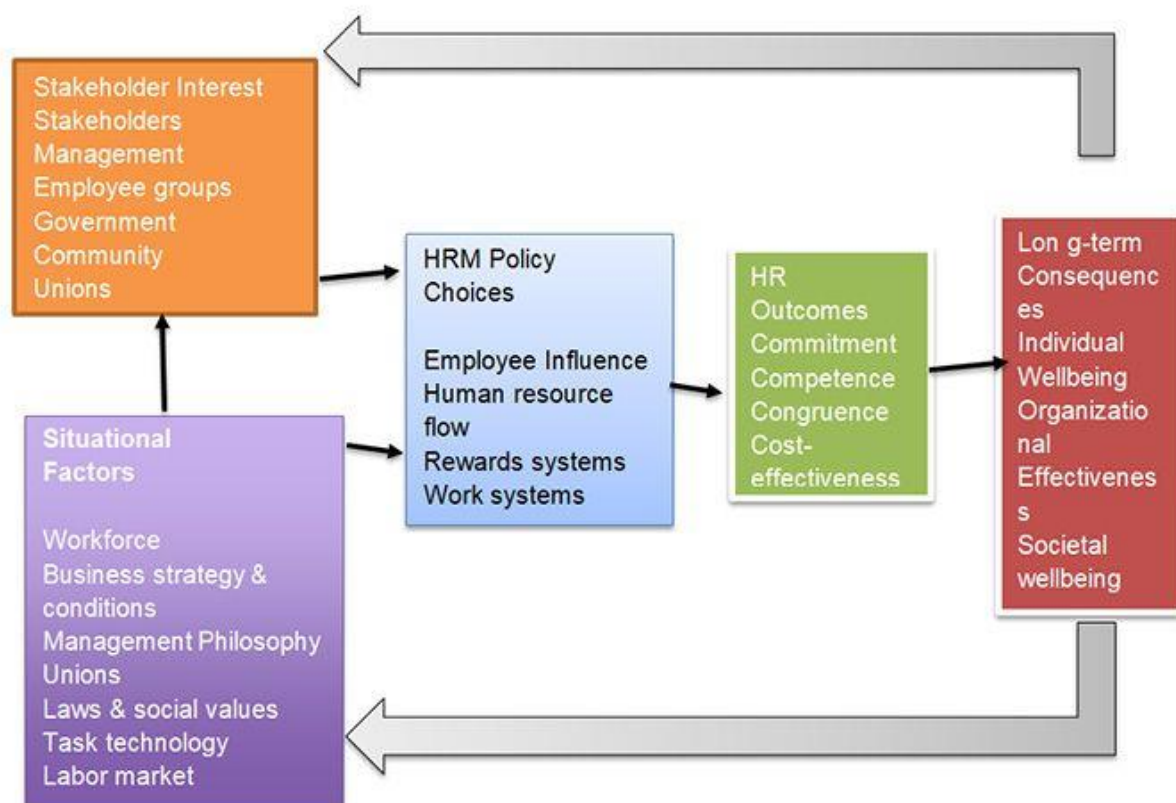


Figure 3:- Harvard Model

During preparing my presentation, I have researched about this concept from different online websites and articles of different authors. I also took help from human resource management study material and other books which help me to become clear about this concept of human resource strategies from core level. Now, I am understood how employment engagement of employee is very beneficial for success of the company and what is its important impact on job satisfaction of employee. In future, I also focus on this concept, try to put my whole efforts to achieve company objective and will show high level of interest in different responsibilities at job in any of the company. I also want to appreciate my teacher who gives me opportunity to research about this concept from core level and also my teacher motivation and lecturers helps me to boost my knowledge and motivate to grow in human resource management field.

References:-

- Ryba, K. (2021). *What is Employee Engagement? [Definition]*. [online] [www.quantumworkplace.com](https://www.quantumworkplace.com/future-of-work/what-is-employee-engagement-definition). Available at: <https://www.quantumworkplace.com/future-of-work/what-is-employee-engagement-definition>.
- Smith, T. (2022). *Employee Engagement*. [online] Investopedia. Available at: <https://www.investopedia.com/terms/e/employee-engagement.asp>.

Screenshots:-



-Employee Engagement refers to how invested people are in both their everyday work and the success of the business as a whole.

•It is also the emotional commitment the employee has to the organization and its goals.

•This emotional commitment means engaged employees actually care about their work and their company.

•They don't work just for the pay, but on behalf of the organization's goal.

•According to Gallup's 2020 study on employee engagement and performance teams with higher employee engagement saw both a reduction in negative outcomes-like turnover and absenteeism and a big lift in organisational success

•Results showed businesses with high employee engagement experienced 23% higher profitability, 10% better customer loyalty, and 18% more Sales productivity.

•Kahn famously talked about employee engagement as bringing in or leaving out the personal self and console three factors that are

meaningfulness, safety, and availability. (Kahn, 1990 ;702)



EXAMPLES OF EMPLOYEE ENGAGEMENT:

- One of the best organization Google provide diverse benefits to its employees to initiate Employee Engagement. They provide on-site gyms, free snacks, and laundry facilities. They also have a strong culture of Employee collaboration and innovation.
- Another example is of Amazon, they also provide free coffee and snacks to their employees. Moreover company is expanding an existing program that gamifies warehouse work to encourage its fulfillment center employees to improve their efficiency and compete against others for digital rewards like virtual pets.

EMPLOYEE ENGAGEMENT IS BENEFICIAL FOR BOTH ORGANISATION AND EMPLOYEES:

• Benefits for organizations:

- Increase productivity: Engaged Employees are more likely to be productive and efficient in their work.
- Reduce turnover: Engaged employees are less likely to leave their jobs.
- Increased innovation: Engaged employees are more likely to be creative and come up with new ideas.



For example: Amazon introduced a new program called FCgames It includes as many as six arcade-style mini games that can be played only by completing warehouse tasks in the workplace, this is how employees are engaged in their jobs and it helps the organization to increase productivity.

• Benefits for Employees:

- Increased Job satisfaction: Engaged workers are more likely to be satisfied with their jobs
- Greater career opportunities: Engaged workers are more likely to be promoted and given more challenging assignments.
- Increase learning and development: Engaged Employees are more likely to be offered opportunities for training and development. This will help the workers to grow in their organization.

For example: A study by Aon Hewitt found that engaged employees are 20% more likely to be promoted.

- HSBC decided to introduce targeted career support for their workers which helps the staff to better manage and develop their careers. This shows that HSBC is looking after the future of its staff. This demonstrates that HSBC values its employee's skills



what is an employee Engagement strategy ?

Employee Engagement is important but it is not so easy or simple. Research From Zenefits showed 63.3% of companies surveyed find it harder to retain employees than to hire them. That's where an employee engagement strategy comes into play. • Its plan detailing how your company will keep your employees engaged- a way for companies to be deliberate about getting people engaged.

•It's about creating an environment in which engagement is more likely to flourish.

Tips for creating an effective employee engagement strategy:

•Start with a clear understanding of your employees' needs and wants.

•Set specific goals and objectives for your employee engagement strategy.

•Implement a variety of initiatives that address the different needs of your employees

There are a lot of Employee Engagement strategies but the best approach will vary depending on the organisation and its culture.



Some examples of Employee Engagement initiatives that companies have implemented:

•Zappos is known for its focus on employees' happiness. They offer a number of perks such as unlimited vacation days and company-wide "Zappos culture day".

•Netflix gives its Employees a lot of autonomy and freedom. They are encouraged to take risks, which leads to a highly engaged and productive workforce.