

How to engage employees throughout the employee lifecycle

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Employee engagement is the level of commitment to the company, enthusiasm for one's work, and extra effort put forth by employees. Employee engagement comes with effective strategies that help build an extraordinary work culture, decrease turnover rate, and develop employee productivity and positive customer relationships (Admin, 2021). Therefore it will improve company profit. Human Resource Management has a significant impact on enhancing employee engagement. Human Resource Management is a fantastic method to boost employee involvement by offering staff definite internal advancement prospects. Some employees might believe that getting promoted and getting paid more is the only means of progressing in a company. Proper training and counseling direct employees to excel in their careers. As per Forbes, motivated employees are more likely to stick with their firm and are more involved in their work (Becoming irresistible: A new model for employee engagement, 2021). The essay includes a discussion about the means that Human Resource Department undertakes to develop employee engagement in large hotels throughout the employee's lifecycle.

The human resource department is that part of a firm that is responsible for searching, screening, allocating, and providing training to job applicants. This term describes both components of the firm, the people who work for the company and the officials who are responsible for managing all the issues related to the employees (Cattermole, 2019). The COVID-19 pandemic's effects are one of the main problems facing the hotel business. Due to the pandemic, travel and tourism have significantly decreased, which has had a negative impact on hotel occupancy rates and profits. The purchasing habits of consumers have also changed as an outcome of the pandemic, with numerous individuals choosing vacations or internetwork and travel. The sector is also faced with growing competition from other types of accommodation such as VRBO and Airbnb. Instead of staying at regular hotels, these platforms give visitors a more economical and individualized option (Etim, 2023). As a consequence, for the purpose to stay competitive, conventional lodging facilities are compelled to compete on cost and service quality. Human resource manages the most precious asset of a company, its personnel. Researchers have found that employee engagement is one of the

best ways to increase company profit. About 70% of the industry consists of disconnected workers, who are unable to perform to their maximum capacity. Unmotivated workers tend to quit their jobs abruptly (Human resources (HR): Definition and role responsibilities, 2021). Nonetheless, there are various techniques to strengthen an organization's employee engagement levels, which can boost morale and efficiency.

Giving workers well-defined internal growth opportunities can be a good option to develop employee engagement levels. A firm can assist its staff in acquiring the knowledge necessary for advancement by designing and conducting training programs and professional certifications (Jackson, 2021). By investing in this evolution, employers can also assist employees to get the clear vision that individuals need to climb up the corporate ladder. The objective of this program fosters inclusion and inspires confidence in workers who desire to advance within the organization. Supervisors must be cautious to provide realistic expectations when assigning duties and be aware that these workers are still undergoing the learning process (Kwon, 2019). Having a "failure-tolerant" leadership style motivates staff to take sensible precautions, which could result in innovation that has significant positive effects on the business. It also helps employees overcome their fear of failure.

The trusting relationship between employer and employee that results from workplace transparency not only boosts employee engagement but also reduces stress at work (Mark, 2020). This usually includes visibility and organizational knowledge transfer as well as ensuring that leaders communicate with those in lower-level roles. Employees can establish a sense of shared purpose and be motivated to feel a link to the company's major aim by sharing comments and promoting a collaborative work.

Human resource works for the most significant element of a business, personnel. A company's most precious assets are its employees, so the company should constantly look for opportunities to spend for their futures (Ruscio, 2022). In addition to increasing employee engagement and retention rates, investing in employee education is one of the best methods for an

HR department to do this. By providing them with professional certification programs, the firm may strengthen their technical skills and enable them to advance within the corporation or function better in their current positions.

The term "employee life cycle" refers to an HR model that depicts the different phases that a person moves through inside a company in addition to the function that HR plays in maximizing that advancement. The employee lifecycle of an organization should be tracked since it allows the employees a consistent path through their employment at the company and gives the company a method for carrying out data analysis (Ryba, 2022). In short, it is the journey of an employee with the organization. There are six stages of the employee lifecycle; attract, recruit, onboard, develop, retain, and offboard. Developing employee lifecycle can retain top talents in the company.

One survey showed that 70% of the new candidates are taken from referrals (Ali, 2019). Great quality can be hired through referrals. Referral programs help employees fill up suitable vacancies with their friends and family.

Employee engagement can make recruitment easier. Incentives should be provided for referrals so that employees keep motivated and the company can hire high-caliber personnel. Company brand and its value are important dimensions in the attraction phase of the employee lifecycle (Schatz, 2022). Utilize the company's employer and consumer identity to communicate the real desires and requirements of the potential candidates in the Attraction phase. This will help the firm to understand what they value as individuals and what they genuinely expect out of employee satisfaction. More than checking off new employee forms, completing orientation paperwork, or submitting to the safety authorities, successful engagement onboarding involves a variety of factors (Sun, 2019). When a new hire joins your organization, it's important to create an engaging and memorable employee experience. To completely retain employees' emotional momentum for their new roles and fulfill all of the brand promises, it is important to keep those new hires feeling at ease, enthusiastic, and respected. Among the primary factors that influence an employee's choice to remain with a company are "opportunities for personal development" (Wyatt, 2019). Whenever

they are discovering something fresh and helpful, people feel fulfilled and involved because they are gaining personally and professionally in aspects that go above and beyond what a simple salary would offer. Former colleagues are significantly more likely to remain feeling positive about the company if it provides positive engagement during the separation process (Symonds, 2022). When it comes time to ask for referrals, staying in constant low-touch contact with them will keep your brand at the forefront of their minds and position you as the first to arrive. This, therefore, creates a positive cycle of feedback that enhances both the attracting and appeal phases.

An employee engagement model is a road map for finding out what motivates staff to be productive and content at work. Each model uses corporate psychology as a base to assist businesses in building their method for enhancing employee satisfaction. These models help survey employees' needs and measure employee engagement (Carter, 2022). Some widely used models are The Strengths-Based Approach, The Job Characteristics Model, The Employee-Customer Profit Chain, and so on. The strengths-based strategy is centered on recognizing and utilizing people's talents and strengths in order to increase engagement and productivity. According to the Employee-Customer Profit Chain concept, satisfaction among workers increases client fulfillment, which increases corporate success (Oktanofa, and et al, 2022.). The Deloitte Model is one of the most efficient employee engagement models used in hotel industries.

The Deloitte employee engagement approach is based on the idea that an employer should make the workplace "desirable" to employees such that they want to join in every day. Deloitte says that culture is essential to implementing this approach (Hinzmann and et al, 2019). This culture is built on five fundamental components, each of which includes corresponding behaviors. The framework represents the four crucial techniques and steps for each of the twenty factors that influence employee engagement within a business (Ryba, 2022). The emphasis on simplicity functions as the unifying theme that binds the various parts together. Firstly, the model says employees need to be appointed for proper positions and assigned with clear and achievable aims. Secondly, individuals who work in inclusive and diversified environments feel supported because of the mobility and benefits that promote their well-being and corporate-life balance. The third step is about providing employees room for growth. To reduce the employee turnover rate, it is essential

to create scopes for career development and enhancement within the firm (Ruscio, 2022). Providing training and support on the job, facilitating talent mobility, and practicing high-impact learning culture can increase employees' growth rate. Fourthly, the model talks about employees' having trust in leadership. Organizations must have a common goal that employees can be delighted to contribute to (Cloud, 2020). For employers to encourage workers and boost engagement, they must embrace honesty, integrity, and strong management. Trust can be gained by continuous investment in employees, transparency, and inspiration.

In this section explains an employee engagement plan using the employee engagement model. Implementation of this model in the hotel industry is quite easy to do and effective. As a manager of a hotel first I will emphasize meaningful work. Employees will be able to find meaning in their work when I will allow them to have ownership over the work. Besides, I will demonstrate the rich history of the company so that new hires can align their goal with the company vision. Moreover, I will choose applicants whose attitudes match with company's culture and norms. The employee engagement plan will also have time for relaxing. Relaxing time will boost employees' energy and deliver high-quality work. The next move to increase employee engagement is restructuring management and personnel development plan. I will set attainable goals for my employees; like attending to 50 customers in a day and guiding individuals. Proper feedback is a crucial fact in this process. Feedback will help employees learn about hotel functions and improve their service-giving methods. It also creates employee engagement chances. A positive work environment can increase employee engagement. I can build employee-friendly policies that will give peace to employees in their hard times like; family day celebrations, paid sick leaves, incentives, a common space for reading, and indoor game facilities. Peer-to-peer recognition programs are also helpful in employee satisfaction. This practice fosters a culture that appreciates and celebrates achievements. I will organize discussion sessions where employees will have opportunities to share their strategies, knowledge, and abilities. It will create an inclusive workplace for the employees. Managers should align the company's growth to employees' growth so that employees don't think of switching jobs. I can improve employee and business growth levels through a comprehensive onboarding process, continuous peer and supervisory support, and proper training. Managers can build trust through their actions, words, and vision. I can increase

trustworthiness among my employees by investing time and resources. It is about giving feedback and involving them in the organization's lifecycle.

CH&CO a food service provider successfully implemented employee engagement strategies and earned positive results. By using a digital communication system the employees can work like a team and build two-way communication between employer and employee (Schatz, 2022). Another benefit was generated by peer-to-peer recognition where employees could praise, give thank you, and congratulate one another through e-cards. This has increased employee engagement.

Unilever is another organization that emphasizes employee engagement and uses different methods to increase it. Unilever staff members claim to occasionally take part in community engagement initiatives. Also, once-a-week gatherings besides work are typical for Unilever employees. Individuals that take part in their communities foster a culture of ethical behavior both inside and outside of the office (Carter 2022). The institution thinks that, including employee feedback in company decisions improves the range of viewpoints held by the Council. Authority at Unilever works to ensure that employee engagement is strategic and meaningful, which means workforce engagement activities are planned ahead of time for the year in accordance with the schedule for Board meetings (Hinzmann, 2019.). Also cover every employee's demographic in terms of geography, division, length of service, diversity, work level/seniority, supply chain, customer development, and office staff use a variety of methods including face-to-face sessions. Furthermore, employee representatives, surveys, and town hall meetings are done to develop a sense of belongingness among the employees.

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Employees are an inevitable part of a company. Without proper utilization of human resources, an organization can't run smoothly. Employee engagement is one of the organizational strategies that guarantee long-run profit. It doesn't generate monetary value but also helps in recruiting process, employee retention, employee development, and building an inclusive workplace. Many organizations in this world got benefited after implementing different employee engagement models.

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