

Employment Relations

Building positive employee relations
through employee engagement

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HRM 624

10th Lecture

Lecture (10)



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Lecture Agenda

1. Define employee engagement
2. Benefits of employee engagement
3. How to develop employee engagement strategy
4. Nine employee engagement strategies

Define Employee Engagement

- The level of motivation and enthusiasm that employee has for their work is known as employee engagement. Employee engagement is sometimes mistaken for work happiness, but it really has far more to do with a person's sense of belonging to their company.

Define Employee Engagement

- Engaged workers have a strong sense of ownership over their job, their coworkers, and the business overall. They therefore do more than just come in and go out as they wait to get paid. They show a stronger dedication to the objectives and core values of the organisation and care about doing their jobs to the best of their ability.

Benefits of employee engagement

- Although it takes time to develop employee engagement, businesses that invest the necessary resources can reap long-term benefits.

1. Raised Productivity

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- Employees are more likely to put in the effort and concentration required to do their tasks properly when they have an emotional connection to their work. Strong relationships with coworkers and the organisation inspire workers to increase their productivity because each person's success benefits the firm and, by extension, other workers.

DECREASED WORKER BURNOUT

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- Workplace burnout may be decreased by providing employees with employee engagement initiatives. According to a Gallup research, hardly 1% of workers who were highly engaged, well-being, and part of a strong strengths culture encountered the high levels of stress associated with burnout. This contrasts with the 43% of workers who reported having no strong culture, high levels of stress, disengagement, and poor wellbeing.

DECREASED EMPLOYEE Absenteeism

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- Workers who look forward to going to work are less likely to take sick days and avoid the office. This is important since a full-time worker's missing workday typically costs them at least \$340. When workers become chronically absent, the expenses incurred by the company might mount up if measures aren't taken to keep workers' levels of involvement high.

Reduced workplace stress

Reduced workplace stress

- Disengaged workers may experience increased stress, which might impair their concentration and judgement and lead to more mistakes. Employees may get even more anxious and stressed and make more mistakes if they have to make up for lost time. Considering that there is a 64 percent difference in safety occurrences between the most and least engaged workforces, this might have a significant effect on workplace safety.

LOWER TURNOVER AND HIGHER RETENTION

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- According to a 2021 Research Survey, 57% of workers said they had quit their jobs because they had experienced workplace rudeness. By allocating resources towards employee engagement, leaders may foster a work climate wherein individuals foster mutual respect and enjoy stronger connections with their colleagues. Since employees are more inclined to stick around in a supportive environment, businesses may thus more easily retain talent and lower their turnover rates.

A STRONGER COMPANY CULTURE

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- Engaged workers frequently go above and beyond for one another, whether it's by coaching more junior colleagues or offering to assist another team on a project. Workers that have a team-first mindset are able to form stronger relationships with one another. In turn, positive interactions strengthen an organization's culture and increase its appeal to both present and potential personnel.

GREATER COLLABORATION AND CREATIVITY

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- Collaboration between teams will undoubtedly increase in an atmosphere where staff members often offer assistance. Subsequently, groups can incorporate viewpoints from several divisions, providing projects with innovative solutions to issues. This continuous flow of ideas also speeds up innovation, providing a company a competitive advantage in its industry.

IMPROVED CUSTOMER SERVICE

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- Positive customer experiences may result from employees who are more engaged because they are more enthusiastic about the business and the work they perform. Customers can tell whether employees are passionate about their firm by witnessing their enthusiasm for its mission and offerings. Engaged personnel are more likely to offer on-brand experiences because they are devoted to the company's ideals.

Increasing Worker Advocacy

Increasing Worker Advocacy

- Although job searchers may be swayed only so much by business websites and posts, voluntary content sharing by workers can have a lasting impact. Employees may promote the firm by posting on social media if a company uses employee engagement tactics to care for its staff. This will improve the employer brand of the organisation.

How to Develop an Employee Engagement Strategy

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- Planning to assess employee engagement before you start is essential for the successful implementation of any employee engagement strategy. This may be achieved by surveying your workforce and analysing current data. A few factors should be kept in mind while creating an employee engagement plan.

BE REALISTIC

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- You're not going to be an overnight success, and you will likely occasionally fall short on a few tactics. Setting reasonable expectations for your team and, where feasible, outlining specific targets are crucial things to keep in mind. For instance, if turnover has been a problem, you may aim to cut it by 15% within a year.

BE CLEAR ABOUT RESPONSIBILITIES

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- If you don't explicitly assign tasks to the appropriate people and monitor their progress, you won't make any headway in raising employee engagement. Include the important players from the beginning to ensure the success of your approach. Long-term workers, executives, middle managers, and HR representatives should be included in this.

BE CLEAR ABOUT RESPONSIBILITIES

- Be aware of who is in charge of what before you begin. Establish an employee engagement committee with these important actors on it, and assign them the responsibility of implementing your strategy's efforts.

BE FLEXIBLE

BE FLEXIBLE

- It will take time to discover the ideal approach, so be open to fresh concepts. Ensure that you are tracking employee engagement on a regular basis and evaluating the results to determine what is effective for your particular workforce. Stay receptive to advice and modify your plan of action as necessary.

BE FLEXIBLE

- Choosing to improve your employee engagement plan is a great move for your business. You'll quickly witness the advantages that a highly engaged staff may bring to your company if you adhere to our recommendations and put these tactics into practice.

9 Employee Engagement Strategies That Work

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- Your long-term success depends on having a well-thought-out employee engagement plan that is customised to the particular requirements of your workforce. It has been demonstrated that a highly engaged workforce boosts profitability, lowers attrition, and increases productivity.
- Let's examine some popular and successful employee engagement tactics along with how actual businesses implement them.

1. TAKE EMPLOYEE SURVEYS

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- Measure employee involvement to assess your company's current state before launching a new initiative. An employee engagement survey is among the most efficient and successful methods of gauging engagement. The best thing about surveys is that you can immediately send them to every employee, giving you a more precise picture of the level of engagement throughout your company.

1. TAKE EMPLOYEE SURVEYS

- Additionally, you may modify the questions to generate quick evaluations that can be administered more regularly. These assist you in monitoring employee engagement as your firm expands and your corporate culture changes. More thorough surveys can be saved for evaluations that are conducted quarterly or annually.

2. UPHOLD YOUR COMPANY'S CORE VALUES

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- Your company's culture should be centred around your fundamental principles, which should be communicated to each employee from the outset. Your company's core values should articulate the principles that your staff will work to preserve as you grow and what matters most to them.

2. UPHOLD YOUR COMPANY'S CORE VALUES

- To become fully engaged, employees must develop a sense of belonging to your firm, and having a set of values to adhere to will support them in doing so. Establishing a healthy work culture and fostering an emotional bond between employees and your organisation may be achieved via persistently communicating your fundamental principles to the whole workforce.

3. CARVE OUT CAREER PATHS AND PROVIDE OPPORTUNITIES FOR GROWTH

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- Giving staff members chances to expand their skill set keeps them interested, and giving them goals to strive for keeps them inspired. Furthermore, learning and development programmes show that you respect each and every one of your staff members as unique individuals and that you would rather continuously invest in them than replace them with applicants who possess the talents you need.

4. PROMOTE EMPLOYEES FROM WITHIN

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- Offering staff the chance to advance and take on new roles within the organisation is a great method to keep them inspired and interested. Similarly to assisting workers in pursuing career routes, internal promotions encourage staff members to take on new responsibilities and maintain engagement at work.

4. PROMOTE EMPLOYEES FROM WITHIN

- When a company promotes from within, employees are more likely to stay rather than leaving in search of a better opportunity or a rise.
- Encouragement of lateral movement and role changes is also crucial. It is possible for a person to succeed in a different role or on a different team even if they are dissatisfied with their present one.

5. RECOGNIZE TOP PERFORMERS

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- When workers believe their job is important to the business and advances its long-term objectives, they are engaged. Consistently expressing gratitude to staff members for their work is a little but meaningful gesture that helps them feel appreciated.

5. RECOGNIZE TOP PERFORMERS

- Reward top achievers for their accomplishments with a massage gift certificate, cash reward, free day off, or a gift card to their favourite restaurant for lunch. Whatever works best for your team and is consistent with your core principles should be used. Give staff members a chance to recognise their colleagues as well; this will encourage more teamwork and respect among the workforce.

6. PROMOTE TRANSPARENCY

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- Including staff members as much as possible is a really successful employee engagement tactic. Your workforce cannot completely commit themselves and their efforts to the firm if they are unaware of what goes on behind the scenes.

6. PROMOTE TRANSPARENCY

- In addition, people can begin to doubt management and lose faith in leadership if they believe that they are being purposefully kept in the dark.
- Although it's perfectly OK for you to remain silent as events develop or priorities shift, you should try to notify team members of choices that have an immediate impact on them as soon as you can.

7. ALLOW FOR HONEST FEEDBACK

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- There are two parts to this plan. First, provide a system or platform that lets staff members ask the appropriate individuals questions and express their opinions. This will probably be your HR department, but even if it's just by appointment and for a few days out of the quarter, all employees should be able to reach the C-suite executives.

7. ALLOW FOR HONEST FEEDBACK

- Utilise the input from your team, second. If your staff feels they are wasting their time discussing things that are genuinely important to them, nothing will irritate and disconnect them more quickly. Take note of what your teammates have to say and put it into practice.

8. HOLD EMPLOYEES ACCOUNTABLE

8. HOLD EMPLOYEES ACCOUNTABLE

- Although motivated workers are eager to go above and beyond what is required of them, you shouldn't always expect them to perform at a higher level. Ensure that they are not left behind and asked to perform tasks for their colleagues. Employee burnout is likely to result from depending just on the efforts of your most motivated staff members.

9. HOLD LEADERSHIP ACCOUNTABLE

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- Ensure that CEOs, managers, and HR directors set a good example. Employee mistrust of management will grow if they believe that office policies only apply to some people or just when it suits the leadership. A hint of mistrust among coworkers can be a dangerous precursor to an unfavourable workplace culture. Employee disengagement and job search might be caused by a hostile work environment and culture.

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- [9 Employee Engagement Strategies That Actually Work | Built In](#)



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