

# EMPLOYEE ENGAGEMENT



Companies are increasingly realising that motivated and productive employees are their most valuable asset. Employees who have high job satisfaction and who are managed well are likely to be happier, healthier, and more fulfilled which will drive a productive and innovative attitude. It should therefore be a key goal to increase engagement so you, your employees, and your clients benefit.

## What you need to know...

- According to the Gallup Model of Employee Engagement, employees can fall into three categories:
- **Engaged:** Loyal and psychologically committed. More productive and higher retention
- **Not engaged:** Productive, but they are not psychologically connected to their company. They miss more workdays and are more likely to leave.
- **Actively disengaged:** Physically present, but psychologically absent. They are unhappy and insist on sharing this unhappiness with others.

## Common identifiers of the three employee types



### 1. ENGAGED

- Consistently high levels of performance and commitment to the organisation.
- Natural innovation and drive for efficiency.
- Clear understanding of their roles.
- Emotional commitment to what they do.
- High enthusiasm and passion.
- Positive, flexible approach to working hours, prepared to go the extra mile.



### 2. NOT ENGAGED

- Don't care about their work - give minimal effort and provide poor quality output.
- Are often late and absent regularly.
- Regularly fail to meet deadlines.
- Are constantly complaining and finding excuses.
- Show no initiative and do not want to help others.
- Don't want to learn or develop their skills.
- Like to work alone and avoid any teamwork.
- Spread negativity and gossip which can affect team morale.



### 3. ACTIVELY DISENGAGED

- Don't care about their work - give minimal effort and provide poor quality output.
- Are often late and absent regularly.
- Regularly fail to meet deadlines.
- Are constantly complaining and finding excuses.
- Show no initiative and do not want to help others.
- Don't want to learn or develop their skills.
- Like to work alone and avoid any teamwork.
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## The cost of disengaged employees

According to Gallup, disengaged employees have 37% higher absenteeism, 18% lower productivity and 15% lower profitability.

Other costs include:

- Higher employee turnover
- Time and expense to recruit and train replacement employees
- Damaged workplace culture
- Low customer satisfaction and damaged brand
- Other staff become overworked

## What you need to do...

### Recent employee engagement trends:

- Increasing demand for flexible working. Working from home is one option of flexible working that can improve work-life balance and lead to healthier, happier, and more productive employees. Companies need to work on how they manage flexible workers and ensure employees remaining productive whilst working flexibly (See our guide on **Maximising the Performance of Virtual Teams**).
- Giving employees a clear sense of purpose - when individuals feel fulfilled medical research shows it not only leads to higher motivation but also improved sleep, longer lifespan, better resilience, and less time spent in medical care.
- Diversity and inclusion - diverse and inclusive teams have been found to make employees feel more engaged and psychologically safe (See our guide on **Diversity and Inclusion**).
- Recognition and rewards - acknowledging and showing appreciation to employees for their contribution will boost morale and productivity and enhance engagement. Companies can employ creative and varied reward structures to positively affect employee engagement.

## How to increase employee engagement

- Make sure increasing employee engagement is a key part of your business strategy.
- Know your employees - who they are, and what their skills and strengths are. This can not only make them feel more valued but also enable you to maximise their skill sets.
- Performance management - give regular performance feedback to identify any problems and give them recognition for their successes.
- Keep employees involved in, or at least ensure they understand the decision-making process – how and why important decisions are made.
- Ensure there are clear training and development programmes in place to maximise talents and ensure employees have a good understanding of the company's processes, systems, customers, and products.
- Develop an employee wellbeing strategy - ensure managers can spot any signs of mental health issues and provide the support staff need.
- Promote a strong work-life balance - if employees feel that their company cares for their happiness and wellbeing, they will be more engaged and motivated.

*if you'd like to know more call 747559 and let's chat!*

