

EMPLOYEE ENGAGEMENT

WHAT DO YOU NEED TO KNOW?

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 and all employees benefit.

Employees can fall into three categories

ACTIVELY DISENGAGED

These employees are the most damaging. According to Gallup, 18% of workers fall into this category each year at a cost of \$500 billion.

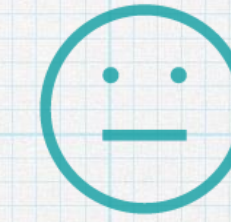
Common identifiers:

- 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 team work.
- Spread negativity and gossip which can affect team morale.



Actively Disengaged

More than just unhappy at work, employees are hostile towards their employer and actively undermining the work of their engaged coworkers.



Not Engaged

While they're putting time into their work, employees lack energy and passion for their jobs. They are unattached from their work and company.



Engaged

Highly involved and enthusiastic about their work, employees drive performance, own their tasks and strive to move the organization forward.

DISENGAGED

These employees tend to be transactional and view their jobs as an exchange for a pay check.

Common identifiers:

- They arrive and leave on time and rarely volunteer for extra work or projects.
- Show little passion for creativity or innovation.
- May have been engaged at one time, but could have become disengaged due to a lack of career growth or promotion, a perception of salary inequity, job dislike, or distrust in their managers.

ENGAGED

These employees are the high potential, talented individuals who feature prominently in the organisation's development.

Common identifiers:

- 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.

WHAT DO YOU NEED TO DO?

EMPLOYEE ENGAGEMENT TRENDS 2019

1. Increasing demand for flexible working - a 2018 study by [Powwownow](#) found that 75% of UK employees wanted the option of working flexibly, and this is increasing further in 2019. 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.
2. Giving employees a clear sense of purpose - when individuals feel fulfilled it not only leads to higher motivation but also improved sleep, longer lifespan, better resilience, and less time spent in medical care.
3. Diversity and inclusion - diverse and inclusive teams have been found to make employees feel more engaged and psychologically safe.
4. 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.
- Ensure there are clear training and development programmes in place to maximise talents and ensure employees have a good understanding of their 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.

THE COSTS 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

Gallup's most recent global workplace poll found that around 85% of employees classify themselves as being either "not engaged" or "actively disengaged". Another study has found that disengaged employees cost the UK economy £340 billion every year in lost training and recruitment costs, sick days, productivity, creativity and innovation.

So, let's try and combat this and to work towards increasing employee engagement!

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