

Employee Engagement Strategies

To design an employee engagement strategy, you need a process that helps you and your client identify the opportunities where you can impact employee engagement and ultimately performance.

Employee assessments or surveys can accomplish this by highlighting the outliers where one or more results deviate significantly from the norm or by comparison to industry results. Ultimately it provides a measurement tool to evaluate the success of your strategies.

Depending on the results, your intervention might focus on one of these general areas:

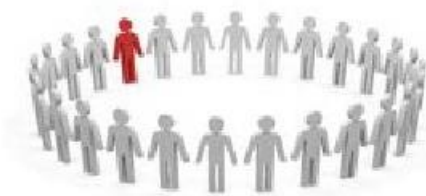
Positioning employees to succeed

Cultures evolve one employee at a time. So, it is critical that an onboarding strategy enables an employee to understand their roles and responsibilities, have clarity on how they contribute to the organization's performance, and become functional quickly.

Employees within their life-cycle of employment can lose their initial enthusiasm, as the challenges of their new position becomes routine. They can become disconnected unless the organization is intentional to present new challenges along with ongoing coaching and training to encourage personal growth, while developing opportunities for them to exercise their new skills

Building community

Organizations need help building community with a culture of communication where employees receive timely, constructive, and clear communication to affirm they make specific contributions to the organization's overall performance. These types of communication may include:



- celebrating wins
- providing everyday office news
- sharing personal journeys
- highlighting intra-company competition
- draw attention to company-wide civic initiatives

These will contribute to a “community” mentality. Employees that have a positive team environment are more inclined to have a personal connection to each other. While managers and supervisors cannot force employees to become friends, they can facilitate opportunities for interpersonal commitments and connections.

Integrated personal and corporate goals

Employees need to see the vision of where they might fit into the organization in the future and how that vision aligns with their personal goals and in most cases their altruistic needs. This is not a simple considering the various generations of employees and good counsel is required.

Consultants and coaches cannot influence a corporate culture without the leverage of managers and supervisors that are trained for that responsibility. They are the key ingredient of employee engagement, performance, and retention. They are not only the communication link between senior leadership and the rest of the organization, they are the consistency that set the cultural tone.

Consultants must work with leadership to set the strategy for engagement, but coach and train middle managers to carry out that vision on a daily basis.

Assessments or surveys that capture the insights of employees and supervisors are a fundamental resource to measure the employee experience and their impact on organizational performance.