

Ten Tips on Boosting Productivity Through Better Employee Engagement

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Unengaged employees are a drag on morale and profitability. By increasing engagement, workers become more interested in and excited about what they do. They tend to spend more time at tasks and have a greater passion for their jobs.

The results are clear. Gallup surveyed 195,000 U.S. employees and found that businesses with higher employee engagement can expect to boost sales by 20%, and profitability by 22% or more while reducing turnover by 59% and safety incidents by 48%.¹

A Best Buy store quantified the annual value of a 0.1% increase in engagement to \$100,000, while a Towers Perrin report said engaged workers boosted earnings per share 27.8% over 12 months.²

Here are ten tips on how to get the benefits of more engaged employees at your company.



1. Give Them a Purpose

Take some time to consider why your workers should be engaged. Establish a vision and a mission for your company by asking what your purpose is, what problem you're trying to solve, and what you're doing to solve it.

Then communicate your vision and mission to your customers, to the public, and to your staff. Give your workers a reason to come to work that goes beyond a paycheck.

2. Trust Them

Give workers responsibility, and then give them autonomy. Let them know that they're free to make their own decisions. Let them (gulp) fail. And hire supervisors who foster an atmosphere of trust. Worker engagement will soar when employees are free to experiment and handle tough challenges on their own.

3. Show Them They Matter.

Employee engagement goes far beyond simple satisfaction with work. Your employees need to feel that you're engaged with them. So, make sure you take time to listen. Show compassion. Be ready with empathy and emotional support when they're going through crises or just need a little room to deal with life.

¹ <https://www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx>

² https://resources.predictiveindex.com/wp-content/uploads/2019/06/Engagement_Report_Final.pdf

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4. Give Them Room to Grow

Everybody, every living thing, needs room to grow. So, offer employees educational opportunities and encourage them to develop outside interests and hobbies. Challenge them to study topics that aren't related to work. They'll develop into more-rounded people and more-creative, more-engaged employees.

5. Make Sure they Have Lives

People aren't robots. They not only need room to grow; they also need it to breathe. Personal time off, and plenty of it, is an essential tool for building a workforce of healthy, engaged employees. Make sure you're offering ample PTO and that even your most engaged employees are taking you up on that offer.

6. Be Flexible

The vast majority of employees say flexible work arrangements increase their satisfaction on the job. By offering flex time, by allowing your workers to run errands and get to soccer games and take that afternoon walk in the sun, you build a happier, more productive culture. The work doesn't just "get done." It gets done better.

7. Welcome them to the Corner Office

Engaged employees have ideas, feedback, and questions. They want to know about the company and where it's headed. They want to be part of the planning. By opening a line of communication with the c-suite, in the form of lunches, happy hours, or regular, one-on-one meetings with top management, you keep them motivated and energized.

8. Embrace "Different"

Vibrant, creative, engaged teams are built by individuals who are free to be themselves. So, celebrate different perspectives, personalities, and worldviews. By inviting employees to share what makes them different or interesting, you send a clear message that your culture is creative, collaborative, and innovative.

9. Hire the Right Leaders

Employees don't stay engaged simply because they like their jobs and coworkers. They stay engaged because of what your company is doing and the management team that is leading it. Be extra vigilant in hiring the right people to lead you on your mission, and the workforce will follow.

10. Recognize them

This is easily overlooked. But don't forget to celebrate wins and winners. Set up a regular appreciation program that uses your internal communications network to salute the teams and individuals who go above and beyond. You'll see the results in the form of enthusiasm, positivity, and even greater engagement.