

Three Steps to Effective Employee Engagement

Today's employees want more than paychecks. They want purpose and meaning in their work. They want to be engaged. Every day. For employers, this new generation of workers comes with a lot of challenges. But it also presents an incredible opportunity.

To seize that opportunity requires an in-depth knowledge of how workers think, how to motivate them, and how to keep them engaged. Here are some critical points to remember as you strive to do just that.



1. Be Intentional

It's not enough to simply think about or talk about keeping employees engaged. To see the benefits of engagement and use it as a differentiator in the marketplace, you need to:

- Define engagement goals at all levels
- Develop plans to support high engagement
- Implement those plans throughout the organization
- Track the results and adjust plans when needed
- Manage and maintain engagement efforts over the long term

2. Be Persistent. Even When the Going Gets Rough

Engagement efforts don't always work right away. After you launch an engagement program, you may find an initial increase in engagement, followed by a plateau or gradual decline. On the other hand, you may think you have high engagement, only to find your business results tell a different story.

The problem may lie with the tool you use, the form of measurement, the philosophy behind the effort, or some impossible-to-change demographic or cultural factors.

Just don't give up. Don't assume you've reached the limit for your employees' engagement or that employee engagement can't be sustained long term.

Hang in there.

3. Avoid These Common Errors

With engagement, well-meaning supervisors often set the bar too high. Focus on issues that you can control, not outside factors that don't impact workers' core needs at work.

When measuring your efforts, stay away from a low-bar "percent favorable" metric. That can inflate scores and create blind spots. You'll have the appearance of high engagement without the strong business outcomes.

Don't overuse pulse surveys. They give immediate feedback but rarely result in direct action.

Don't let it sit in HR. If the organization—from the c-suite to the shop floor—doesn't embrace your engagement effort, you'll wind up feeling exhausted before you've explored its full potential.

About EmBrand

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