Employee Engagement:
The Critical Connection
Compelling Information:

- 15% of employees could identify the company's most important goals.
- 51% were unsure of how they were expected to help the company achieve goals.
- 49% of all available work time is dedicated to companies' most important goals.
- 53% of U.S. employees are unhappy with their jobs.
- 29% of employees said that they are fully engaged in their work.
- 55% of employees described symptoms that indicate that they are disengaged from their work.
- 16% of those surveyed indicated that they are actively disengaged from their work.
Engagement
HR’s Role:

- Communicate employee’s issues to management
- Communicate management's issues to employees
- Fishbowl middle
Morale

- Role of HR
- Whose job *IS* it?
- Culture
- Living in fear
Morale

Balancing **ME** and **WE**

*The High Engagement Work Culture: Balancing Me and We* by David Bowles and Gary Cooper
Engagement is:

- When an employee is fully involved in, and enthusiastic about their work and acts in a way that furthers their organization's interest.
- A measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization that influences their willingness to learn and perform at work.
- Not employee satisfaction, motivation or organizational culture.
Truly Engaged:

- Attracted to, and inspired by, their work - “I want to do this”
- Committed - “I am dedicated to the success of what I am doing”
- Fascinated - “I love what I am doing”

• Getting Engaged: The New Workplace Loyalty, Tim Rutledge
Advantages of an Engaged Workforce:

- Stay with the company; contribute to the bottom line
- Execute better; smiles on their faces.
- Link to fostering environment for creativity for sustained profitability.
- Builds passion, commitment and alignment with the organization’s strategies and goals.
- Increases trust in the organization; creates a sense of loyalty in a competitive environment.
- Provides a high-energy working environment.
- Makes employees effective brand ambassadors for the company
Key Drivers for Employees:

- Importance they have in the company in terms of policy making, decision making etc
- Their career matrix, along with the challenges of work
- Monetary aspects/benefits
- Health, safety, security
- How open they can be to put forth ideas to management
- Reward and recognition programs
- Effective leadership; leadership by example
- Motivation towards work, by means of mentors, coworkers
- Feedback of their work and clarity of responsibilities
Often heard:

“Employees join an organization but leave a manager.”
Prerequisite to Engagement:

[Image of two people holding hands]

TRUST
5 Dimensions: Trust

Trust between employee and manager:
- Credibility
- Respect
- Fairness
- Camaraderie
- Pride
Traits to Determine Trust

- Ability/technical competency
- Benevolence (you will look after their interests)
- Integrity
- Predictability (consistency)
What CAN you do?

- Review your managers
- Right people in right jobs; delegate work appropriately, review workloads
- Bring in some fun
- Recognize efforts of staff
- Deal with negative employees directly
- Learn about strengths/weaknesses – challenge and develop
Conclusion

- Questions
- Comments
- Reactions

joni@jonidaniels.com
www.jonidaniels.com