

Top 10 Tips – Employee Engagement

Supplied by: *Beyond Theory business training & coaching*



- 1.** Create a clear vision for your company and make sure that this is communicated and well understood by all your employees.
- 2.** Develop and deliver a communications plan to tell your company's story i.e. its history, where you are now and where you're heading. Make sure you celebrate your company's successes and outline the challenges faced.
- 3.** Ensure all employees have clear targets and objectives, and that everyone can see how these are linked to your company's brand, future performance and direction.
- 4.** Equip yourself and all your managers with the leadership and team skills that will enable them to be direct yet support their employees in what's needed to be achieved.
- 5.** Create a culture where employee innovation is welcomed so that people feel comfortable to offer ideas to improve things for themselves and your customers. Reward ideas that are successfully implemented.
- 6.** Don't just focus on goals and targets – instead make sure your company values are clearly articulated, understood and demonstrated by everyone across your company. Your values must be aligned to your external brand.
- 7.** Ensure that all employees have regular 1:1s and performance review appraisals that are recognised to be objective, fair and rewarded appropriately. Managers need to be equipped with the knowledge and skills to undertake performance reviews. Employees need to be equipped with the skills to get the most from their reviews.
- 8.** Measure the engagement levels of your employees by undertraining confidential employee surveys or focus groups. Make this a regular occurrence (e.g. annually) so this becomes fully integrated into your business calendar.
- 9.** Don't just measure the levels of engagement – make sure that you listen and then take appropriate action to act on the feedback, engaging your employees in the process. Prioritise the feedback and take action where you can get some quick wins and where also you will get strategic payback.
- 10.** Last but by no means least, each day take a look in the mirror and ask yourself, 'Am I leading my people or just managing them? Am I living the values or just saying them?' Remember that no one is a leader unless they have followers.

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