



Employee Engagement More Than Words

Presented by

Jane McGrath and Ardon Schambers

P3HR

Consulting & Services, LLC

Describe Employee Engagement

- What **words** come to mind?
- What **actions** come to mind?

How Important is Employee Engagement?

- Limited?
- Somewhat important?
- Very important?
- Are employees in your company engaged?

Why do we care?

➤ **High** engagement . . vs . . **Low** engagement

32.7%	Better ROI
38.0%	Better productivity
19.2%	Higher growth
87.0%	Lower probability of turnover

Some Perspective

- How does the engagement **process** start?
 - It starts . . . **with communication.**
 - Employees need to believe in and support organization values and goals.
 - It starts . . . **at-the-top.**
- The leaders must embrace and support the work.

A Strategic Plan for Talent

- Does the Organization have a working Strategic Plan?
 - Assume, 'Yes'
 - If 'No' . . . another day
- Provides organization alignment.
- Foundation for building a *'talent pipeline'*.

Employment Branding

- What is an **employment brand**?
 - The market perception of what it's like to work for your organization.
- Why build an **employment brand**?
 - **There is a war for candidates.**
 - To attract the best talent, you have to have a strategic advantage.
 - Why should a candidate want to work for you instead of your competitor?

- What are the benefits of a strong brand?
 - Attract the right people for your organization.
 - Compete on more than just compensation.
 - Sets expectations and improves retention.

- The focus on employer branding will grow.
 - So, do it . . . or get left behind.

Recruitment

The candidate experience isn't one dimensional.

“The collective result of ALL the interactions you have with candidates in the recruitment marketing and hiring process.”

➤ Employers broaden their sourcing scope.

Company Web-site

Relationship Development

Federal & State Services

H.R. Support Services

Advertising

Trade/Industry Groups

Employee Referrals

On-line Communities

Employment Agencies

Word-of-mouth

Retention

Don't forget the basics:

➤ Pay

- Competitive

➤ Benefits

- Competitive support plans
- Meaningful to the employee
- Time-off

And, something else to consider . . .

- A new generation of workers . . . and others
 - Interesting, meaningful jobs
 - Employee recognition/appreciation
 - Opportunity for development and growth
 - Workplace flexibility (schedule, policies, etc.)
 - Work environment (comfortable, latest teach and tools, free food, pet friendly, wearables, etc.)

and . . .

“Competent and Engaged” Leaders

Everyone values:

- A positive Company culture.
 - Including values they can align themselves with
- Meaningful development opportunities.
 - And a “need for speed”
- Leaders that ‘walk-the-talk’.

A recent report showed “75% of people leaving their jobs are quitting their bosses, not their jobs.”

Today, there’s no place for ‘*The Jerk*’ supervisor.

Engagement

What is it?

“The combination of cognitive or logical assessment, emotional commitment and a willingness to act on behalf of the organization and its goals.”

When employees care, when they are engaged ... they use discretionary effort.

- It means employees go that extra mile at their own volition:
 - Performing a task outside of what's expected, applying brainpower, energy and time even when there's no chance of recognition.
- Helps retain talent, increase productivity and performance.
- Results in less turnover, lower absenteeism and higher profits.

*6 tips to begin improving employee engagement.

- Start with good managers (people and focus operational focus).
- Commit to frequent, open and honest communication.
- Provide employee recognition and rewards programs.
- Listen to your employees.
- Foster a positive employer/employee relationships.
- Foster a positive employee/employee relationships.

A dynamic, cohesive employee engagement plan doesn't 'just happen'.

Creating a culture of performance

- It takes work.
- It takes resources.
- It takes time.
- It takes commitment – not just words, you have to “walk-the-talk”.



... and there's no silver bullet.

Attraction, Retention and Engagement

an

Integrated Employee Management Process

*“Thank you for your attention and participation.
Please, consult the handout for more information.”*