

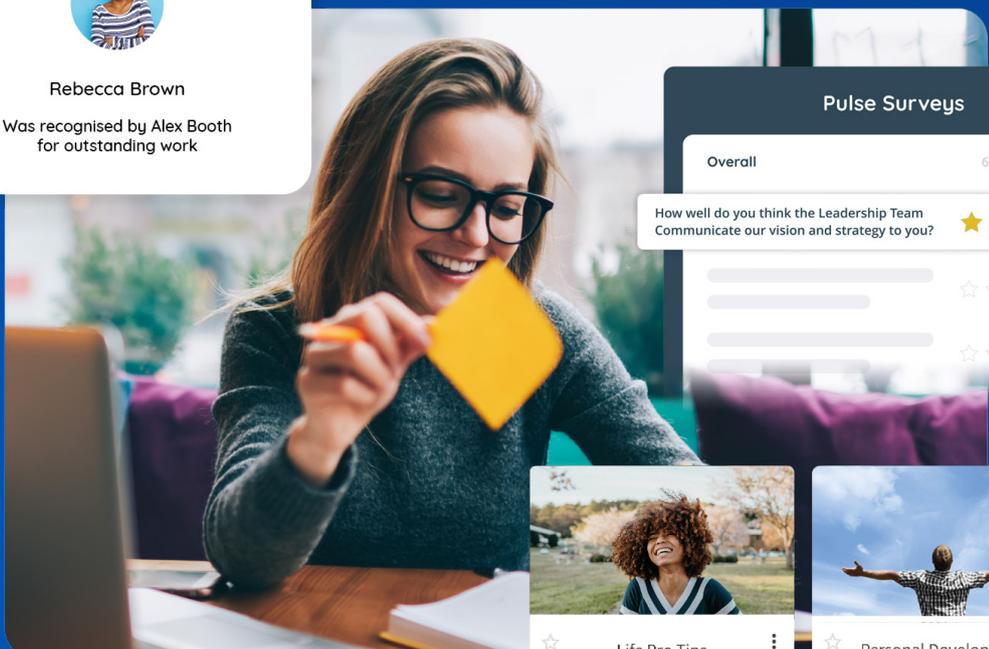
# HR Guide For Improving Employee Engagement

A Practical Guide



Rebecca Brown

Was recognised by Alex Booth  
for outstanding work



## Pulse Surveys

Overall

6 unanswered

How well do you think the Leadership Team  
Communicate our vision and strategy to you?



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## What is Employee Engagement?

Employee engagement is the emotional commitment the employee has to the organisation and its goals.

This emotional commitment means engaged employees actually care about their work and their company. They don't just work for the pay, but work on behalf of the organisation's goals, ultimately creating more success for the company.

Engaged employees usually have key the same key characteristics:

### **Motivated**

They are active participants in the work they produce. They want to do it and they want to get it done to the best of their abilities - for both the employer and themselves.

### **Aware**

They understand the company and where the company is heading - and what their contribution does to help them achieve that.

### **Content**

They are happy and content within their role.

### **Committed**

They are committed to their work and when challenges arise, they are committed to overcoming them as well. Even introverted workers will step out of their comfort zones to complete the tasks.

### **Enthusiastic**

Engaged employees are enthusiastic about their job - which means that they simply enjoy their work and their time spent there. Negativity towards projects rarely occurs in an enthusiastic employee.

So why is employee engagement so important?

## Why is Employee Engagement Important?

Organisations are still continuing to struggle to engage their workforce. Even with 20 plus years of employee engagement awareness. Why is this?

**In July 2017, just 41% of UK employees felt aligned with their organisations' goals, and 36% of employees were likely to leave their jobs within one year due to disengagement.**

The benefits of employee engagement simply can't be overlooked – employee engagement has been proven to:

- Reduce staff turnover
- Improve productivity and efficiency
- Increase employee retention
- Deliver higher profits
- Boost business connectivity and performance
- Reduction in absenteeism

Not only does engagement have a positive effect on the employee, your company massively reaps the benefits of a happy and engaged workforce.

## Difference Between Engaged & Disengaged

The number of engaged employees within a business can often be an indicator of success.

As of January 2020, 38% of employees were disengaged and 21% of employees were actively disengaged.

The number of disengaged employees in a business can highlight serious workplace dysfunction, poor work culture and even a lack of clarity when it comes to roles and skills.

So what should HR specialists really be watching out for? Let's take a look at the difference between engaged and disengaged employees:

### **Engaged Employees**

Engaged workers are enthusiastic about the work they do. You look forward to seeing them on a Monday morning because their energy is contagious.

Engaged employees will most likely demonstrate:

- Consistently high levels of performance
- Natural innovation and a drive for efficiency
- Intentional building of supportive efficiency
- Clear understanding about their roles
- Emotional commitment to what they do
- High energy enthusiasm
- Commitment to their organisation

### **Disengaged Employees**

Disengaged workers, on the other hand, view their jobs as an exchange of time for a paycheck.

They arrive and leave on time, never volunteer for extra work or projects, and do little else in between beyond the minimal effort.

They usually show little passion or creativity for their jobs and go through the motions.

Disengaged workers may have been actively engaged workers at one time.

Somewhere along the way, though, they became disengaged, maybe because of a lack of career growth or promotion, salary, job dislike, or distrust in their direct manager and senior management.

Disengaged employees will most likely demonstrate:

- Negative attitude

- Low Performance
- More absences
- Low energy
- Little to no commitment to their organisation
- Low productivity

## 6 Ways to Improve Employee Engagement

If you're starting to see engagement levels dropping, don't worry, we've got you covered.

We're going to give you 6 ways that can help you bring engagement levels back up to where they should be.

### 1. Communicate Regularly

When considering the notion of how to improve employee engagement, communication is one of the most important factors to bear in mind.

After all, communication is integral to our everyday lives, especially in the workplace!

It determines how effectively we fulfil our daily tasks and how we engage with colleagues.

Maybe you're seeing increased miscommunication between your employees. Especially if you're a large organisation or enterprise.

This is probably due to staff unable to communicate with one another or maybe they rely on outdated and inefficient processes to exchange information.

Of course, with fewer staff relying on desktop-based devices than ever before, facilitating communication for office based and deskless employees is vital!

As an HR expert, improving your workforce communication methods should be one of the first things to look at.

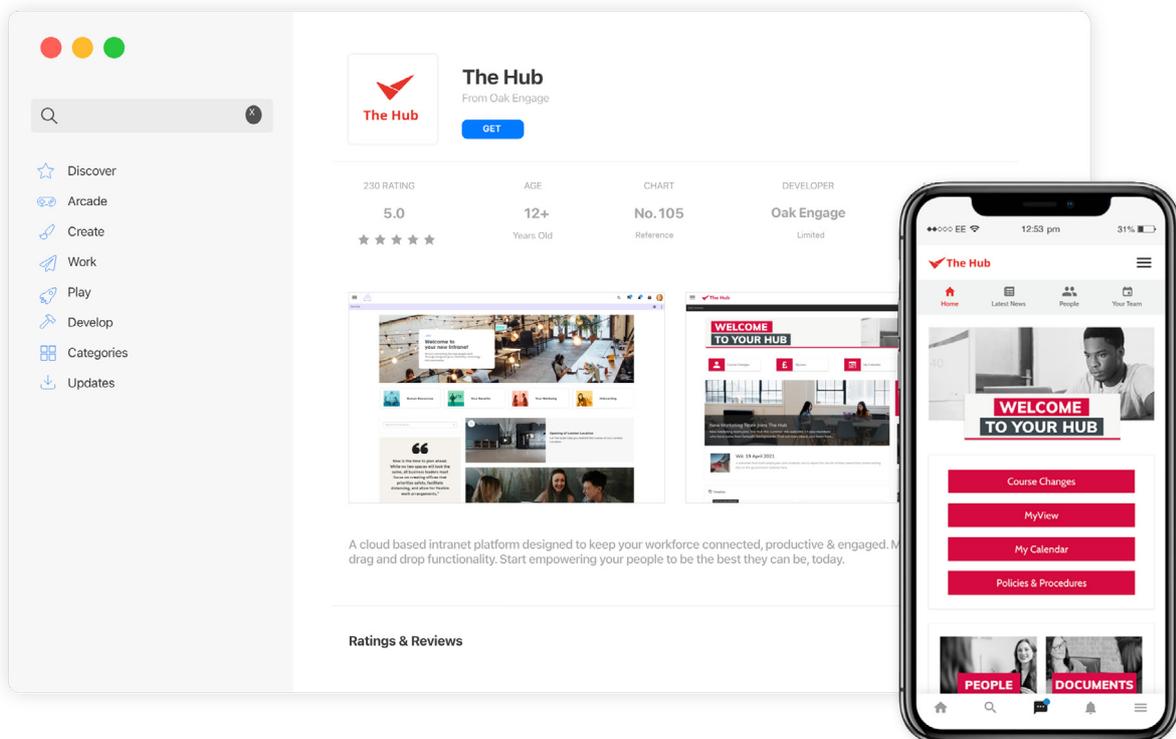
I bet you're thinking, 'this sounds fantastic but where do I start?'

Firstly, think about establishing open management communications. From an "open door" policy to informal meetings, staff need to feel as if they can approach their managers for whatever they need to.

Secondly, review your methods of communication. Are you still using email to communicate with your employees? Are messages getting lost or simply not being read?

This is where a company intranet might be handy to have. Not only are they designed to engage. They give your employees a platform to communicate easily and effectively, from anywhere.

Why not get rid of the traditional workplace barriers? With so many integrated social features on an intranet, your employees can communicate in ways that are engaging to them.



## 2. Invest in Employee Wellbeing

Employee wellbeing and engagement go hand in hand.

It's far easier for individuals to engage with their work when their organisation makes an effort to enhance their overall wellbeing.

So, what can you do to shift your focus more towards employee wellbeing?

Firstly, a company-wide wellness initiative is a great way to improve employee engagement. Employees that feel valued and genuinely cared for by their business are much more inclined to return the favour.

From incorporating flexible working to longer staff holidays, or even giving them extra benefits such as paying for gym memberships, these are all easily workable solutions that can help staff feel like they are really cared for.

## 3. Conduct Regular Pulse Surveys

More often than not, engagement fails due to senior management not asking for feedback.

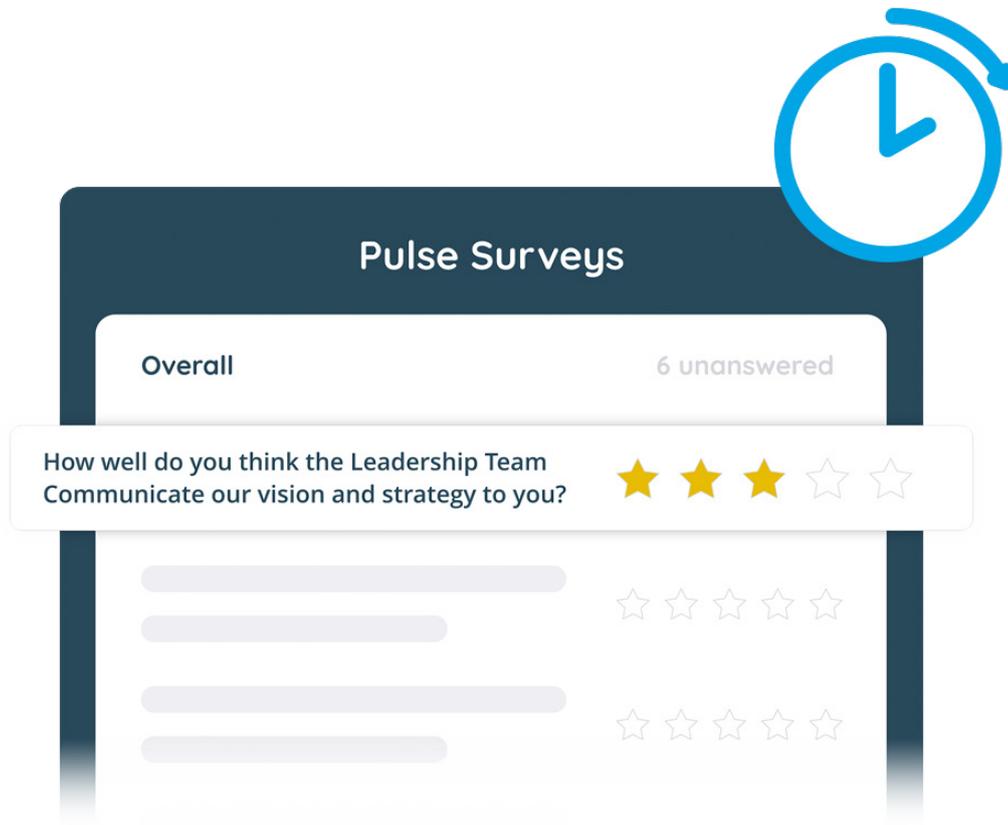
Pulse surveys are a brilliant tool for gathering useful feedback from your employees.

They're a great way to understand how people in your organisation really think and feel about certain subjects. With quality data behind you, you can always be confident in making the right changes.

Sent out on a consistent basis - either monthly, quarterly or even weekly - Pulse Surveys act as a check in and can range on topics from employee satisfaction, communication, the work environment and more.

The results from pulse surveys are measurable and provide you with data so you can analyse which areas of the business need improvements to take action.

They allow businesses to gauge interest, understand an employee's opinion, gather feedback and more. Sounds great, right?



## 4. Clearly Share Organisation Purpose

If your employees don't know what their organisation's values and purpose is, they won't be invested in the company's success.

As an HR professional, you should be clear in what your organisation stands for and what the values are.

What are the key values of the business? and why is this important?

Think about why it might or might not attract potential employees - especially those who want to feel engaged.

From corporate messaging to the conversations that take place, your organisation's values and purpose are the defining element that needs to be seriously considered.

## 5. Empower Your Employees

Empowering your employees can be anything from being transparent to recognising them for any achievements, however big or small.

Recognising your employees goes a long way to making your staff feel valued and increasing their productivity that little bit more.

**Over 91% of HR professionals believe that recognition and reward make employees more likely to stay.**

Not only will their motivation increase, but others will feel inspired to work for the very same recognition, ultimately boosting workplace morale.

So, how can you start?

Well, employee recognition software helps companies boost morale and let their employees know that they care by celebrating milestones like birthdays, work anniversaries and achievements.

This creates a positive working environment, which will in turn, boost morale, improve employee wellbeing and increase engagement and productivity.

## 6. Credit Good Work

Similar to empowering your employees, one of the most important things to consider when trying to improve engagement is to credit good work.

Employees want to know they feel valued and appreciated, so making sure you give them some recognition for their hard work will go a long way.

This is a simple and effective way of celebrating your people and boosting morale.

# About Oak Engage

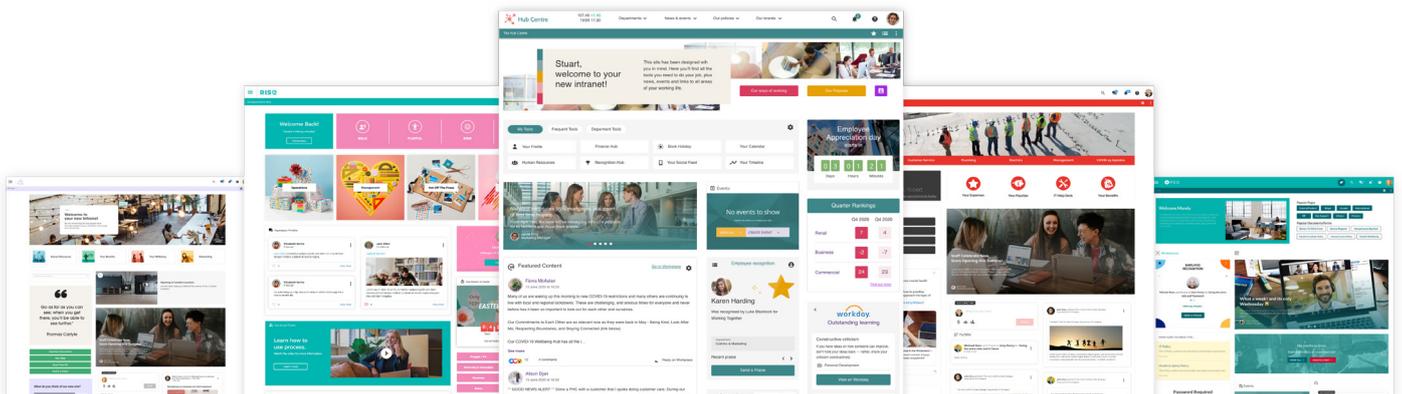
Oak Engage is the all-in-one intranet software for the workforce of today. We are cloud based, designed to keep your teams engaged, connected and productive, no matter where they are.

Our team of experts draw upon years of experience within the internal communications and intranet software industries to help customers overcome engagement obstacles and achieve their business goals.

We believe that for any successful business maintaining employee communication and business connectivity is key. This is why our platform gives your people the tools to do so. With Oak, your people can stay connected and engaged at any time, from anywhere, on any device.

As a leading intranet provider, we work with some of the most successful businesses from around the world to help them increase engagement, improve collaboration and transform internal communications.

If you'd like to find out more about us, or how we can help you improve your people engagement, please [get in touch](#).



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