

3 Ways to Engage Employees

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Employee engagement impacts the ultimate success of any organization. Employee engagement is vital to employee retention, integral to organizational development, and imperative when it comes to overall productivity—in career services, human resources, recruitment, and almost every other industry.

Employee engagement helps drive workplace culture forward. In a dysfunctional workplace, the uneasiness of disengaged employees is palpable. Physically they are present but mentally they are far, far away. The impact of this negative morale affects the organization's culture, productivity, and bottom line. Workplace culture is the personality of the company, comprised of the general mood and behavior of those within it. If your employees are sulking and resentful, then your culture will reflect that. Others will sense this upon entering, and it will set the tone for all future interactions.

Employee engagement is critical and the sooner you discover that yours is suffering, the sooner you can begin to make changes. There are several common ways to remedy low or (or no) employee engagement.

Check out our tips to increase engagement, employee retention, and workplace satisfaction:

1. Assess, Assess, Assess.

Surveys, polls, focus groups, and one-on-one meetings are important because they give you an opportunity to gain anonymous feedback from your employees' perspectives. Do they feel involved in decision-making, or like pawns in a larger game? The answer will strongly affect their attitudes, and therefore, the culture.

Change the way you assess employee engagement by simply doing it differently than you have in the past. If focus groups have not yielded helpful results, try an anonymous survey. If team meetings have yet to move the conversation forward, try a more personalized approach by connecting with team members, thereby gathering employee responses in person. In order for this to be effective, you'll need to be approachable and open to honest feedback, even if it's not what you want to hear.

2. Observe Organizations' Engagement.

As an employer, you know that everything that works for one organization will not automatically work for another. There are several factors that must be considered and for each employer, those factors often vary. However, observing other employers in similar industries can give you great insights about how to implement engagement on your own territory. Consider doing a site visit, but don't go alone. Bring a trusted colleague or group of colleagues—work field trips are a fun, productive endeavor which are often underrated. Step outside of your work environment and gain valuable insights on how to enrich your employees' experience and engagement.

3. Gain an Outside Perspective.

As an employer, your team is the most valuable asset you have. Gaining the perspective of a dedicated consultant can open your eyes to the growth opportunities you've been missing. A strategic consultant can offer invaluable insights are hard to see from within, and provide recommendations on how to correct course.

Your consultant is an outside perspective, someone with no bias, who can tell you the truth about your organization; the good, the bad, and the best part: how to help your team flourish, thrive, and grow.