

A bright, modern office environment with large windows and blinds. Three employees are seated at a long white desk. On the left, a woman with blonde hair, wearing a light grey blazer, is smiling and looking towards the camera. In the center, a man in a dark blue suit jacket is seen in profile, smiling while working at a computer. On the right, a woman with short grey hair, wearing a maroon shirt, is smiling broadly and clapping her hands. The desk is equipped with multiple computer monitors and keyboards. The overall atmosphere is positive and collaborative.

step-by-step guide

to improving
employee engagement.

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Despite decades of studies highlighting the value of employee engagement in the workplace, the latest Gallup 2022 [State of the Global Workforce](#) report reveals that only 21% of global workers feel engaged at work. This statistic shows that employers have a long way to go in building a culture of engagement in the workplace.

We can define [employee engagement](#) as the level of commitment and connection workers have toward their employers. Unlike job satisfaction, which solely measures the level of happiness an employee has in their specific role, measuring employee engagement involves your workers' enthusiasm toward the workplace and loyalty to the company.

With so many demands in the workplace today, including the ongoing talent scarcity, supply chain disruptions and inflation concerns, you may not consider employee engagement a priority. The reality, however, is that enhanced engagement in the workplace can have a positive impact on retention, hiring outcomes, productivity, workplace safety, customer loyalty and profitability. If your company is struggling or has concerns in one or more of these areas, improved employee engagement may be the solution.

We created this step-by-step guide to help you improve engagement levels within your workforce.



1. set core values for the company.

Our research shows that today's employees want to work for a company whose core mission aligns with their own personal values. This factor is so important that 34% of workers are willing to take a pay cut just to work for a company that they perceive as making a difference in the world or their communities.

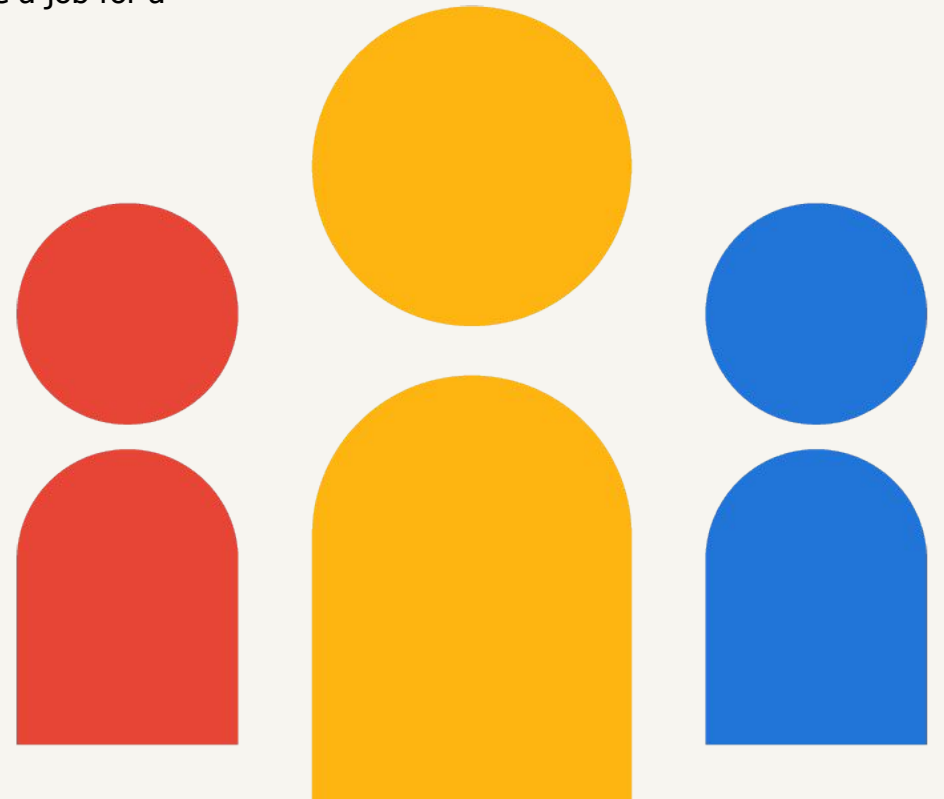
While your company may not be able to offer these types of positions, you can create a company mission that resonates with today's workers. For instance, you can create a company mission to build a workplace that promotes diversity and equity. Our research shows that 41% of workers wouldn't take a job for a company that didn't make this a priority.

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2. develop a workplace communication strategy.

Effective communication is a core component of employee engagement. In fact, without open and transparent communication, it can be nearly impossible to build a culture of engagement that delivers improved business outcomes. Strong communication can also build trust between employers and their employees.

Consider holding regular company-wide meetings to share organisational goals and achievements. Employees also want to feel a sense of belonging in the workplace. Therefore, it's crucial to ensure that these communications reach all employees, including flexible workers and those working remotely.



3. hire and develop effective managers.

Leaders in the company, especially managers, play a pivotal role in developing a culture of engagement. Your organisation can create as many strategies and processes as it wants, but without effective leaders in place to implement these plans, your efforts are unlikely to achieve real results. It's crucial to create a process that ensures the right workers and candidates are put in the right manager positions.

Even with the right managers in place, your company still must ensure these leaders have the right training to promote employee engagement. You also need to make sure that your managers have the right employee engagement tools, such as employee relations management software.



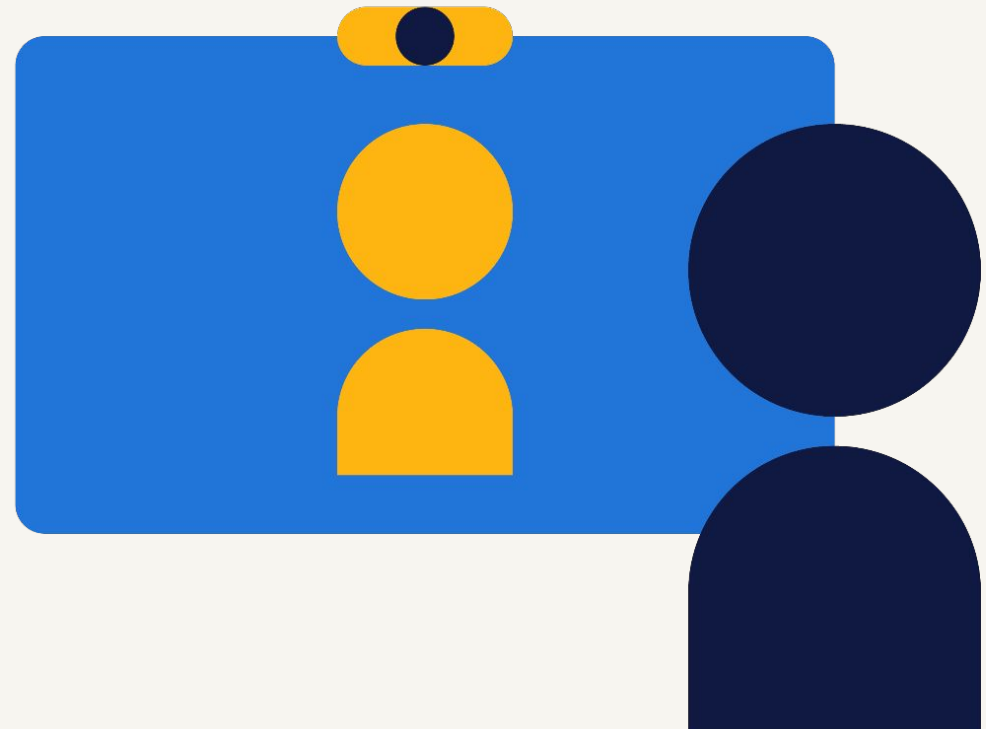
4. implement an employee recognition program.

For years, studies have suggested a strong correlation between employee recognition and workplace engagement. Despite these findings, a recent survey shows that 81% of business leaders don't find **employee recognition** a priority. This lack of understanding about the benefits of employee recognition can significantly hinder your efforts to improve engagement in the workplace.

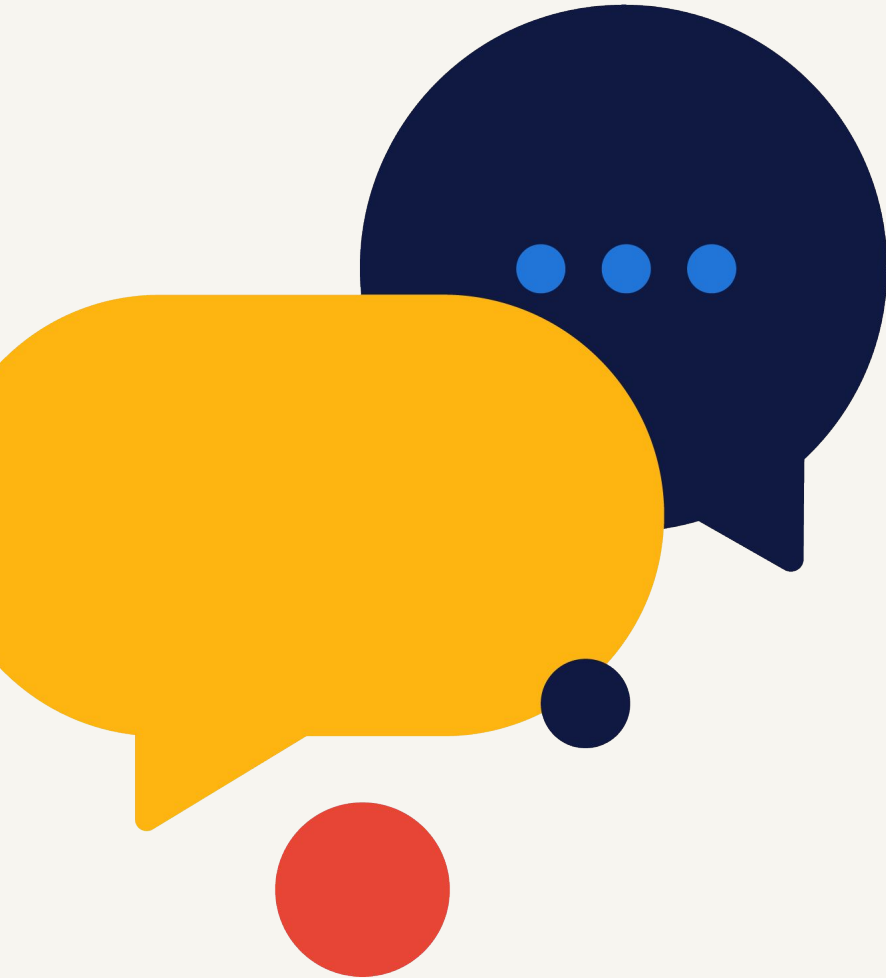
For employee recognition to play a pivotal role in enhancing employee engagement, you must develop, implement and monitor a comprehensive employee recognition program that targets employees at all levels within the company.

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5. require frequent feedback.



Studies show that engaged employees are more likely than disengaged employees to receive frequent feedback in the workplace. You can no longer rely on annual performance reviews to provide enough feedback for your workers.

Today, employees want meaningful feedback, both positive and negative, on a regular basis. Set up a policy that requires employees to provide feedback on a regular basis, such as weekly or monthly.

6. invest in employee training and development.

According to our research, **training and career advancement opportunities** in the workplace are important to today's employees. Not only can these training and development programs help workers achieve their career goals, but they can also help your employees feel valued by the company. After all, if you're willing to invest in your workers, they, in turn, are more likely to invest in the company.



7. evaluate the workplace environment.

Safe working conditions have always been a priority for employees, but the recent global pandemic only heightened these concerns. Before you can even begin the engagement process, you must create a safe work environment for your employees. Start by conducting a workplace assessment and request insights from your managers and workers. Next, take this information and resolve any noted issues to improve both working conditions and engagement with your workers.



8. revamp job descriptions.

One of the top reasons new hires leave so quickly is because their job duties didn't match the **job description**. Employees want clarity in their job roles. They want to know exactly what is expected of them. If your current job descriptions are too vague or outdated, take the time to revamp these descriptions to ensure they align with the actual duties of the role.



9. make employee well-being a priority.

If there's one thing employees want today, it's the ability to maintain a healthy work-life balance. In fact, our Randstad research shows that 58% of workers wouldn't take a new job if it interfered with their **work-life balance**.

Consider offering well-being benefits, such as discounted gym memberships, tele-counseling services and childcare subsidies. When your employees maintain healthy mental, physical and emotional well-being, they are more likely to be engaged in the workplace.

These steps can help you improve employee engagement in the workplace by creating a culture of engagement.

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partner with randstad.

Contact one of our consultants for more information about improving engagement in the workplace or about our Randstad services. Scan the code below to book a meeting now.



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