

Our checklist for increasing employee engagement

Fierce competition, reduced budgets and even tougher economic times means that everyone needs to get more from less. Therefore employers need their people to become more energised and equipped to give that little bit extra for the benefit of their customers, their teams and their bottom line. This is known as increasing levels of employee engagement.



Employee Engagement



Leadership & Management



Customer Excellence

- 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 undertaking confidential employee surveys or focus groups. Make this a regular occurrence (e.g. at least 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.

At Beyond Theory we advise on all aspects of employee engagement, leadership & management and customer excellence. Contact us for more details and/or a no obligation meeting.

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