



# 5 Critical Steps To Improve Employee Engagement



Implement These Strategies to Inspire Higher Levels of  
Performance And Engagement At Your Organization

# You *know* that disengagement is costing your organization.

**50%** of employees say they're just showing up every day and are unwilling to put in any extra effort

There is an **80%** chance that an employee is disengaged if they are dissatisfied with their immediate supervisor

According to Gallup, the annual cost of poor management and lost productivity from disengaged employees is **\$450-550B**

It can be stressful when the numbers are not great in your organization. We believe that it is possible to reverse the burden of disengagement and create a workplace that inspires employees to higher performance levels.

## Here are five strategies we'll discuss in the following pages:

- Have a defined mission, vision, values, and goals
- Optimize the recruitment process using assessments
- Hire & train your managers
- Empower your employees with personal and professional development
- Create a recognition rich environment

The good news is that you can begin to make measurable changes to your engagement statistics if you follow these five critical steps.

The better news... you don't have to do it alone.

**Let's Take A Look >>>**



# 01 Know Your Destination

Clearly Define Your Mission, Vision, Values, and Goals



Do your employees know where they're going?

A recent report on The State of the American Workplace from Gallup shows that only four in 10 employees strongly feel like their job helps serve a greater purpose.

That leaves 60% feeling like the work they do is pretty pointless, which will quickly destroy employee morale and your company brand.

You can counteract this by having a clear mission statement and vision.

**Here are three ways to help them understand the organization's big goals and the impact they have.**

- Connect it to the team and individual goals, with everyone contributing into the system to push the company toward its objectives.
- Find ways to gamify and track the progress of employee activities that exemplify and contribute to the shared goal.
- Ensure the vision and mission are visible and part of your regular communication and on your website and intranet.



# 02 Optimize The Recruitment Process

## Using Assessments For Long-term Employee Engagement

Your recruitment program's primary goal is usually more complicated than simply "to hire top talent" because recruiting affects many parts of your organization in different ways.

Using assessments will help you refine your recruitment and selection process to find candidates that will stay in your organization while staying engaged with your organization. Assessment tests help analyze characteristics like ambition, leadership, teamwork, stress-tolerance, emotional intelligence, analytical thinking, problem-solving abilities, etc.

The benefits of assessment tests go beyond streamlining the hiring process and increasing the quality of the hire. It helps align the recruitment process with the desired business goals and company culture.

### Benefits include:

- ✓ Increased retention rate
- ✓ Higher productivity of the hires
- ✓ A good fit the company's culture



# 03 Hire The Right Managers

Employee Engagement Is No Longer An “HR” thing

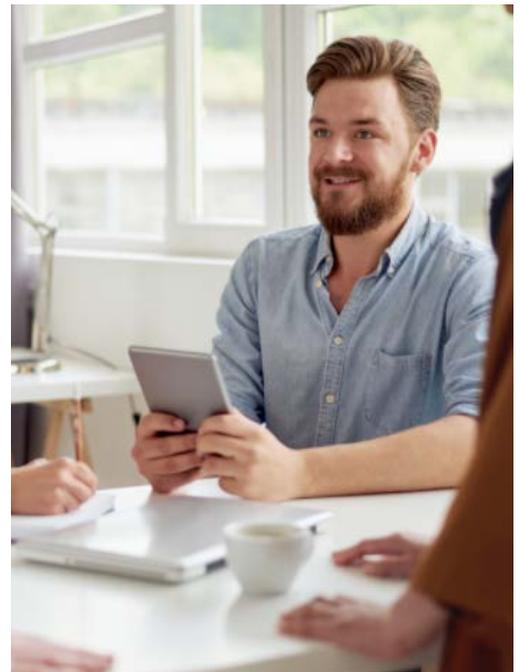
If you are ever wondering why your employees are disengaged, you might want to look at your leaders. In their 2016 Employee Engagement Trends Report, Quantum Workplace identified management as one of the most critical engagement drivers.

While senior leadership sets the vision and strategy for the company, the reality is that middle managers have a more significant influence on engagement than those higher up.

Make sure to train your managers to become great leaders who know how to improve the engagement of their direct reports.

## What great managers do to engage employees:

- Try to get to know their employees and help them feel comfortable talking about any subject, whether it is work-related or not
- Motivate employees and help them meet work priorities and performance goals
- Accommodate their employees' uniqueness while managing toward high performance
- Provide opportunities for employees to develop their soft and technical skills



# 04 Empower Your Employees

## Encourage Personal and Professional Development

Empowerment is the ability of an employee to be directly involved in and have influence over their work.

According to Harvard Business Review, “Research has regularly demonstrated that when employees feel empowered at work, it is associated with stronger job performance, job satisfaction, and commitment to the organization.”

### Here are five ways to empower your employees:

1. Give employees the room to make their own decisions when handling customers or other business-related tasks.
2. Provide access to and encouraging employees to develop new skills through training, courses, and other educational outlets.
3. Give them access to or visibility to their own budgets or funds for specific situations.
4. Keep employees ‘in the know’ with the inner workings of the company. They’ll feel valued and included in meaningful discussions where their thoughts and ideas are welcomed.
5. Give employees the freedom to make their own calls when it comes to scheduling, work hours, and at times, work location.



# 05 Recognize Contributions

## Create A Recognition Rich Environment

When employees and their work are valued, their satisfaction and productivity rise, and they are motivated to maintain or improve their good work.

Gallup studies show that employee recognition is the crucial factor influencing employee engagement, and therefore organizational performance.

According to Gallup's analysis, only one in three workers in the U.S. strongly agree that they received recognition or praise for doing good work in the past seven days. Employees who do not feel adequately recognized are twice as likely to say they'll quit in the next year.



### Some recommended ways to recognize contributions:

- public recognition or acknowledgment via an award, certificate, or commendation
- private praise from a supervisor, peer, or customer
- receiving or obtaining a high level of achievement through evaluations or reviews
- promotion or increase in the scope of work or responsibility to show trust
- assign special projects for new skill development



# Understanding the Challenges

From Both Sides Of The Desk



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## Here's your path to an engaged high-performance culture:

- 1. Schedule A Call:** I'll take the time to understand your unique needs, then determine your best next steps
- 2. Receive Your Plan:** We'll co-create customized engagement plans
- 3. Increase Engagement:** Build a high-performance culture and increase your talent pipeline *and* your bottom line

Get expert guidance to increase performance, productivity, and profitability.

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