

Engage Your Employees and Fuel Performance!



Finding ways to engage and motivate employees post pandemic is becoming increasingly more difficult. The rise of hybrid and remote work resulted in more employees feeling isolated from their peers as they worked from distant and multiple locations.

During the pandemic, the “Great Resignation” was a contributor to the talent shortage in some industries as record numbers of employees voluntarily resigned from their positions.

While employee engagement has always been critical to overall productivity, it can be difficult to measure. Where exactly do organizations put their time, energy and money in a way that drives positive change?

First, it’s important to define the term. [According to Gallup](#), employee engagement is “the involvement and enthusiasm of employees in their work and workplace.” It helps you measure and manage employee perspectives on critical elements of your workplace environment. Without understanding employee perception, organizations are flying blind and have no way of knowing whether employees are happy or not.

Engaged employees lead to healthier organizations and produce better business outcomes. Keeping employees engaged requires ongoing evaluation and encouragement. [Yet only 23% of employees worldwide and 33% in the U.S. fall into the “engaged” category.](#)

Given the high stakes in ensuring employees are happy and engaged, what can companies do to increase engagement?

Here are 5 tips to ensure your team is engaged and motivated for the long run:

Build the EI (Emotional Intelligence) of Your Managers

Great managers are good listeners and are able to recognize how their employees feel about a certain situation. They are also able to recognize both their emotions and the emotions of others. Listening skills and empathy are critical to providing feedback which helps employees along their career journey. Well trained managers don't micro-manage and focus on how to best help their employees. So celebrate your team's achievements and find ways to help people. Your employees will reward you for it!

Rethink the Way You Think About Performance

Performance is a by-product of a certain action or group of actions. To boost performance, managers need to tap into deeper, more intrinsic motivations. Give employees a sense of purpose and offer them ways to develop so they become genuinely interested and engaged in their role. Performance is tied to how often and how well a person uses their strengths, so help people unlock their talents and the performance will come. Create a space for people to be their true selves and create roles that help them use their strengths on a daily basis. Help employees reach their true potential and they will become cheerleaders for your company!

Build A Strong Company Culture

Building and maintaining a strong company culture can be difficult with the introduction of remote teams. Communication is key to engagement so check in with your team frequently to see how they're doing. Don't be afraid to ask questions. Talk about the challenges they're facing – as well as the successes. Hybrid or remote doesn't mean the humanity has to be taken out of the workplace. Offer the occasional social activity to bring everyone together. Set up opportunities to have people connect outside of work and encourage the bonding that results. Perhaps it's an afternoon at the park – or a catered lunch. The best companies know how to engage employees and this translates into a strategic and competitive advantage for an organization.

Encourage Innovation and Creativity

Everyone has a talent and using their talent is a great way to encourage employees to share ideas and voice their opinion. Employees who feel they can make meaningful contributions to the company mission will feel more engaged and passionate about their jobs. Consider setting aside a few weeks per year to allow employees to work on projects outside the scope of their daily activities. This would encourage the sharing of ideas with other departments in the organization and can have a big effect on potential new products or improved company processes.

Work-Life Balance is Key

[93% of talent are more likely to consider work-life balance as important, or more important than career ambition.](#) Be flexible with work schedules and offer employees the opportunity to be remote workers. Provide wellness support activities such as virtual fitness classes or cooking or art classes that can relieve stress and inspire joy. Encouraging employees to have a healthy work-life balance will engage them and make them feel more connected to their work. This will ultimately improve retention rates and productivity having a direct impact on the bottom line.

Employee engagement is something that many companies strive to obtain but can often be hard to measure. Engaged employees fuel performance, and to have any impact on the bottom line employees must feel as if they are connected to a greater purpose. Companies that take the time to formulate strategies that encourage employee engagement will be at the forefront of their industry and be miles ahead of their competitors in the war for talent.