

HR TOOLKIT

Employee Engagement

Provided by: Employer Flexible



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Engagement ROI

There is real incentive to raise employee engagement levels. Beyond the obvious benefits of having motivated, loyal workers, employee engagement can help increase your return on investment (ROI). In fact, studies show that improving engagement correlates with improving performance.

In “Engaging for Success: enhancing performance through employee engagement,” a report prepared for the U.K. government, researchers conducted a global survey with over 664,000 employees, ranging in size and industry.



OVER A 12-MONTH PERIOD, they found that companies with high employee engagement **INCREASED OPERATING INCOME BY 19.2 PERCENT**, while companies with low engagement saw revenue **DROP BY NEARLY 33 PERCENT** over the same period.

The best thing about engagement is that it empowers employees while also helping your business. Contact Employer Flexible for materials to gauge your employees’ engagement level and to start strategizing today.

Gauging Engagement

Employees’ reasons for working have a considerable impact on their workplace performance. The goal with any engagement strategy should focus on getting employees invested in their work, instead of using distracting motivators like harsh penalties for failure or rewards for the number of accomplished tasks. These motivators shift focus away from the work itself. This does not mean incentives cannot be used, but they should be paired with strategies that make employees feel personally rewarded by their work.

First, every organization should assess its current engagement level. This can be done in a number of ways, but should include employee feedback for the best results. Consider using any of the following strategies to get started:

- **Engagement Scorecard**- use the free scorecard on the next page to evaluate how your company is doing regarding building engagement.
- **Engagement Survey**- Use the free engagement survey to poll your employees for their feedback on ways to improve engagement.

EMPLOYEE ENGAGEMENT SCORECARD

Employee engagement has never been more significant. Nearly 70 percent of workers in the United States say they are not engaged on the job, according to Gallup. This means the majority of employees are at high risk for low productivity, increased absenteeism and changing employers. Are you doing everything you can to engage your workforce? Use this scorecard to determine if you need to take action.

INSTRUCTIONS: Begin by answering the questions below. Each response will be given a numerical value depending on the answer. After completing the questions, total your score using the scale at the bottom of the page.

- **YES:** 0 points - **NO:** 2 points - **UNSURE:** 2 points

QUESTION	YES	NO	UNSURE	SCORE
1. Do you regularly communicate important information to employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Are you sending employees scheduled newsletters with timely and useful topics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Do you share customer "success stories" with employees to validate their work's impact?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Have you surveyed employee engagement levels within the past year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Is there a reward program in place for high-achieving employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Does your company host social events at least twice a year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Are employees encouraged to train for additional roles and responsibilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Does your company promote social clubs to employees, like recreational soccer or volleyball?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Do employees get regular one-on-one attention from their managers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Does your company offer training or higher education benefits to foster employee growth opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
TOTAL SCORE:				

Low risk. Contact Employer Flexible to confirm: 0-6

Moderate risk. Contact Employer Flexible today: 7-13

High risk. Contact Employer Flexible today: 14-20



Measuring Employee Engagement

An employee engagement survey is a great starting place for any workplace strategy. Many consulting firms offer such surveys, but you can also create and conduct one on your own. In order to be effective, it is important to examine all aspects of the workers' jobs, environment and involvement with the organization. This includes employees' opinions on management, direct supervisors, co-workers, employer-employee communication, opportunity for advancement, job characteristics and HR policies.

Don't overthink it, the survey does not have to consist of many questions. Your goal is to get a pulse with information you can use to work on. The following are a few questions you can ask in creating a survey. There is also a longer version ready for your use.

The following are sample questions to help you get started in creating an engagement survey:

- Do you know what is expected of you at work?
- At work, do you have the opportunity to do what you do best every day?
- Do you receive recognition or praise for a job well done?
- Do you have a positive relationship with your immediate supervisor?

Conducting any survey is useless without taking action based on the results. By identifying areas that are hindering employee engagement, your company can focus on improving those areas to strive toward a more engaged, productive and profitable workforce.

Let us know if we can help you in any way.

Employee Engagement Survey

To ensure we are doing our part, we need some feedback from you. Please complete the short survey below to help us understand your experience here. This survey is anonymous and is meant solely to help you enhance your experience. Thank you in advance for your valued participation.

QUESTIONS	YES	NO
Do you know what is expected of you at work?		
At work, do you have the opportunity to do what you do best every day?		
Do you receive recognition or praise for a job well done?		
Do you trust your immediate supervisor?		
Do you trust the upper management of your company?		
Do you receive consistent feedback on your work?		
Are you held accountable for your progress and performance?		
At work, do your opinions seem to count?		
Do you understand how your job relates to the company's mission and goals?		
Are your fellow employees committed to doing quality work?		
Do you have a close friend at work?		
Are there professional learning and development opportunities within your organization?		