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Employee Engagement

Measure. Inspire. Motivate. Engage.

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“Eighty percent of success is showing up.” If this was ever true, it certainly isn’t anymore.!!” - *Woody Allen, comedian, screenwriter, and director*

Success today requires a good bit more than good attendance. Employees who are passionate about their jobs and the organizations in which they work are in the minority.

What is Employee Engagement?

Definition

The extent to which employees commit to something or someone in the organization, and how long they stay as a result of that commitment.”

It is the extent to which employees put discretionary effort into their work in the form of brainpower, extra time, and energy

DDI defines engagement as “the extent to which people enjoy and believe in what they do and feel valued for doing it.”

Some facts and figures



DDI's own research reveals that only 19 percent of employees are highly engaged



The Corporate Executive Board, looking at levels of engagement across 50,000 employees around the world, placed only 11 percent in what they dubbed "true believer"



Depending on which study you read, anywhere from 40 to 70 percent of employees can be classified as neutral, middle of the road, or agnostic



Towers Perrin's recent "Talent Report" is slightly more optimistic, finding just 17 percent of the 35,000 employees surveyed to be highly engaged



Worse yet, an alarming 10 to 20 percent of employees are actively "disengaged"—just putting in their time or, worse yet, undermining or badmouthing their organizations and bosses

Why should I care??


People have become the primary source of competitive advantage


- In 1982, 62 percent of an organization's market value came from tangible assets and 38 percent from intangible assets.
- By 2002, almost 80 percent of market value today comes from the intangible with a scant 20 percent coming from tangible assets.


Retention and the war for talent


- Popular appeal: Engagement is about creating passion, it's about focusing on what people do well, and it's about development and recognition.
- Overwhelming impact:- It's a fact: The higher the level of engagement, the higher the performance of the business.

How do I engage them?


 Measure level of engagement first through surveys e.g. **Deloitte's Best Company Survey**


 Engagement is the primary enabler of successful execution of any business strategy


 Engagement is **NOT a short-term initiative**


 Engagement must be **driven from the top**

 One of the best ways to have highly engaged employees is to **hire them!**

 Engagement is all about fit

 No one impacts the state of engagement more than an employee's immediate leader

 Measuring engagement and demonstrating its business impact is crucial, but it's only a small part of winning the battle

 Engagement means **reaching the heart**

Engaged employees lead to organisational success



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