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Employee Engagement ©

By

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Keeping employees engaged is important in this economy, but I believe employee engagement matters, regardless of the economy. Most companies are not changing the way they engage employees, although they should. Most want to, but don't think they can or know how.

Here are the primary considerations of how I have successfully implemented employee engagement programs.

1. Buy-in: Leadership must be able to articulate goals or objectives, and what each team or employee's role is to that goal. Management makes the mistake of assuming that the team or the individual's objective and purpose are understood.
2. Empowerment: Once all the necessary parameters have been established, employees must be allowed and expected to make certain decisions, given specified authority and the assigned responsibility for results.

3. Motivation: What is the team or individual benefit? Management assumes it is money. A recent survey indicated that 95% of employees say, 'it's not about the money'.

People are driven by 3 basic incentives;

- ✓ Competition – competing business / co-worker
- ✓ Ego – award / recognition
- ✓ Opportunity – More customers served, benefiting others, etc.

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