Dos and Don'ts of Employee Engagement

DO

Build a Culture of Trust and Open Communication

- Employees need to feel they can confide in the leaders of your company and that what they will say will be heard and acted upon.
- In the absence of information, people tend to assume the worst. Transparency is key.

Implement a Rewards and Recognition Program

- Sure, raises and bonuses are great, but sometimes a sincere thank you or a non-monetary reward is more meaningful.
- Think about what would be more meaningful for the individual you'd like to recognize. Not everyone values the same things.

Provide Support and Resources

- Support is about knowing that those around you are understanding and will have your back.
- This extends to ensuring that your people have the time, resources, and tools to do the job effectively.

Offer Professional Development and Advancement Opportunities

- Employees will engage with the business and its goals if they feel there is a clear way for them to be a part of the future.
- If your people can't learn and grow with you, they'll find a way to do it somewhere else.
- Boredom is the mortal enemy of engagement!

Arrange Team-Building Activities and Outings

- Getting to know your employees as people and allowing them to get to know you is essential.
- Social chemistry has a big impact on engagement.

Promote Work-Life Balance

- Happy employees are productive employees!
- Giving your people guilt-free opportunities to relax and reset is critical to getting them at their best.

DON'T

Ignore Employee Well-Being

/ In a recent study by **Zippia**, 77% of employees reported experiencing burnout at least once in their *current* job. Shifting workloads off mediocre employees and onto star performers often plays a role. The practice of **high-performance punishment** is one that can cost your organization dearly.

/ According to that same study, 72% of workers believe work-life balance is a very important factor in selecting a job and 57% consider poor work-life balance a deal breaker when considering a new job. Companies that ignore work-life balance struggle to recruit the best and brightest.

Stop Employees from Socializing with Each Other

/ Several studies have shown that the majority of workers consider themselves to be lonely at work, particularly given the rise of remote work arrangements.

/ Social engagement and encouraging friendships and camaraderie among employees should not be ignored if leaders want to improve engagement.

Ignore the Insights from Employee Surveys

/ A key part of fostering trust and open communication is showing your employees that you not only hear them, but that you care enough about what they have to say that you take action.

/ Discounting the feedback you receive from surveys and other communication tools sends a message that you just don't care. If you don't care, why should your employees?

Set Unrealistic Expectations and Goals

/ There's nothing more daunting and depressing than being handed a mandate that you know you simply can't achieve. Unrealistic goals are where enthusiasm and engagement go to die.

/ Subscribe to the practice of setting S.M.A.R.T. goals – Specific, Measurable, Achievable, Relevant, Time-Bound.

Need help engaging with your employees or improving your leadership skills?
Contact STM today!