

EMPLOYEE ENGAGEMENT

EMPLOYEE ENGAGEMENT MATTERS

“Any business arrangement that is not profitable to the other person will, in the end, prove unprofitable to you. The bargain that yields mutual satisfaction is the only one that is apt to be repeated.”

~ B.C. Forbes,
Founder of Forbes
Magazine

SPECIAL POINT OF INTEREST

In a recent study by the American Management Association, less than 40% of employees report feeling engaged after only 6 months on the job. The report concluded that the longer an employee’s tenure, the less likely he/she was to feel engaged at work.

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There is a growing compilation of research showing that when employees are engaged at work, productivity and profitability increase. And, that’s not all—engaged employees are more likely to:

- Stay with their companies,
- Recommend their organizations to others,
- Collaborate with co-workers,
- Please customers.

As if that wasn’t enough to make employee engagement something to talk about, other research reveals that safety on the job improves when employees are engaged.

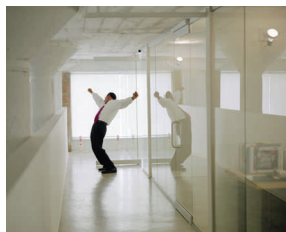
Why does employee engagement matter? Because, when employees are engaged, they:

- Feel a sense of purpose.
- Feel pride in their performance and results.
- Are inspired to help one another.
- Treat others with respect.
- Are ethical and follow the rules.
- Want and seek more responsibility.
- Communicate openly and honestly.
- Connect with colleagues and customers.

Perhaps most important for all organizations, engaged employees are more likely to cultivate engaged customers. Customers respond to engaged employees with loyalty and referrals to other customers.

There are several formal and informal ways to build employee engagement. Paths to employee engagement include organizational initiatives designed to leverage the strengths and talents of all employees. And, leaders play an important day to day role in bringing out the best of their employees. ▲

DIMENSIONS OF ENGAGEMENT



Over the years, Gallup has become one of the world’s experts on what employee engagement “looks like”. While it’s true to say that “one knows engagement when one sees it”, it doesn’t hurt to be able to spot universal signs of

employee engagement.

According to Gallup, some of those signs include:

- Employees have what they need to get their job done.
- Each employee can say he/she has received recognition within the last 7 days.
- Employees feel like their opinions count (so they share them freely!)

- There are opportunities for employees to learn and grow.

For more information about employee engagement, or to discuss how to build the level of employee engagement in your workplace, visit us on our website:

www.madd-steiny.com. ▲