



# Top 5 Tips

## to boost employee engagement

Much has been written about the importance of employee engagement. But, what is it and why does it matter?

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# Top 5 tips to boost employee engagement

## What is employee engagement?

Engaged employees are fully involved and enthusiastic about their work and company, leading to positive business outcomes.

## Happy staff = happy customers

It's widely recognised that employees who are happy in their job, work with passion and pride. They are more productive and creative and make better team players and leaders. Engaged employees also tend to feel a greater connection to their company. As a result, absenteeism levels amongst this group are typically lower.

If your people are happy, then this will shine through in their work. They will deliver a better service to your customers and help to drive your organisation forward.

Disengaged staff on the other hand, are more likely to be unhappy and won't perform to the best of their abilities. They may cut corners and deflect responsibility, and simply care less about their work. Worryingly, they can undermine what their engaged colleagues accomplish. This can have a negative effect on your service levels, customer satisfaction and ultimately, your bottom line.



# Top 5 tips to boost employee engagement

## The importance of employee engagement

One of the quickest ways to reduce staff turnover and increase performance is to increase employee engagement amongst your workforce.

A fully engaged employee has an emotional commitment to your organisation and in helping to deliver its goals. If your staff are engaged, then they will give you and your customers this commitment voluntarily, because they truly care.

Engaged employees are proud of the place they work, not just your end product or service. But importantly, proud of what it means to be a member of your organisation.

So, if you believe that your people are your best asset, then it's essential to make sure they know that too.

## So, what can you do to increase engagement amongst your staff?

We've pulled together some practical tips that you can implement within your organisation to help you get your staff more engaged.



# 1 Good Communication = Happy Staff

## Communication

It might sound obvious, but it's amazing how many organisations don't take the time to communicate properly with their staff. Poor communication is one of the biggest factors in a disengaged workforce.

Regular communication is essential so that your people know what is going on within your organisation and so they can understand the role they'll play in the bigger picture. When you keep your employees informed they're more likely to feel a greater sense of worth.



# 1 Good Communication = Happy Staff

## Communication

When your employees feel that they can make a real impact upon the direction of the company, they will be actively engaged. And, they'll throw themselves fully behind the cause.

- Develop and maintain a communication strategy to keep your workforce fully engaged.
- Provide clear and frequent communication on what is going on within your organisation, at an individual, departmental and overall company level. Your people will want to know the true state of your organisation, so transparency is important.
- Encourage your employees to participate in the planning process for your business and share their ideas. This will help to get them on board in achieving your organisation's objectives.
- Communicate clear goals and expectations to your employees.
- Open up the lines of communication between your leadership team and employees. It goes a long way to increasing employee commitment.
- Encourage employees to collaborate on projects. It can help to strengthen the feeling among your workforce that they are an important part of the organisation.
- Make sure that everyone has a voice, regardless of their position, and the ability to make their views heard. Listen and respond to their emotions and insights, not just their problems.
- Consider how you communicate. Employees will respond to different communication methods in different ways. Incorporate a range of media – such as face to face meetings, team meetings, email, social media and your intranet – to get your message out.
- Encourage feedback. It's a two-way street.



# 2 Reward a job well done

## Recognition and reward

Let's face it, we all want to feel appreciated at work. It's one of the most important factors in motivating your workforce. Employees work harder and care more about their jobs when their efforts are noticed and rewarded.

One of the main reasons that employees leave their jobs is because they don't feel their work is valued. Regularly thanking your employees demonstrates your awareness of their efforts and provides encouragement for them to boost their performance. And, it's key to improved employee retention.

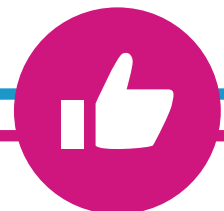


# 2 Reward a job well done

## Recognition and reward

People want to know when they are doing something right. They want to receive credit for their accomplishments, and they want to know that their contributions to the goals of the company are seen and appreciated.

- Say 'Thank you'. These two little words can make your employees happier, more engaged, motivated and loyal to you as their employer.
- Celebrate success. Make your employees feel like stars for their work by running a recognition programme. This ensures that efforts and achievements, not just results, are recognised within your organisation and rewarded on a regular basis.
- Promote peer-to-peer recognition. Encourage your employees to recognise their colleagues for their abilities and a job well done. Getting recognition from your peers can be highly motivating and support a positive team culture.
- Make time in meetings to recognise individuals and teams for a job well done. Regular praise for achievements is a great motivator.
- Show people that you care about their effort, not just the results, and you'll see an improvement in productivity.
- When an employee does something above-and-beyond or something that impresses you, be sure to tell them
- Give rewards that your staff actually want. Whether its shopping vouchers or an extra day's holiday, know what motivates your staff.





# 3 Knowledge is power

## Training

It's widely acknowledged that you're only as successful as your people. They are the key to achieving your organisation's goals.

For employees to remain engaged and committed, they need to feel they are empowered and have the skills to do their job well. Providing the opportunity for growth and career development is essential for retention. And, offering a clearly defined training programme within your organisation means that you're less likely to lose talented staff.



# 3 Knowledge is power

## Training

If you invest in your employees and offer workplace training, they will be happier in the knowledge that there are opportunities to grow within their job and your organisation. It means your employees can see that you want them to reach their full potential.

- Build a culture of learning. Communicate to your people that you care about building their knowledge and want them to remain competitive within their skill set.
- Identify training needs and make it a continuous process. Don't limit training to just new employees, try to bring in as many of your employees as possible who would benefit from additional training.
- Create a development plan for each employee.
- Before rolling out a new training programme throughout your organisation, it's a good idea to test it with a smaller group of people to gain feedback and fine-tune the process.
- Ensure that your management team are fully behind training and development initiatives. It's important that they know how to coach their teams to improve their skills and develop new ones.
- Choose the right instructors. Make sure that the trainers you hire understand your learning objectives and that their materials can serve as valuable resources in the future.
- Make training and personal development part of employees' one-to-ones and appraisals.
- Track the results. Your training programme won't be effective unless you monitor its progress. Choose a metric, such as productivity or profit, to help determine the return on investment for your training efforts and establish concrete results.



# 4 Create a positive working environment

## Culture and atmosphere

The culture and conditions within your organisation can be important factors in improving employee satisfaction. Because after all, your employees often spend more time at work with their colleagues than they do at home with their families.

If you can create a positive, supportive and fun atmosphere, employees are more likely to stay at your organisation for the long-term. Your culture should reflect the shared values of your employees.

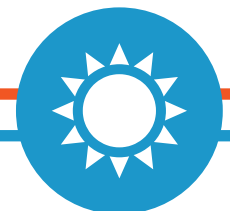


# 4 Create a positive working environment

## Culture and atmosphere

An environment where your people feel valued, heard and enjoy a sense of camaraderie is essential to employee engagement. Your company's culture should inspire your employees to achieve great things. It's the most powerful way to find, build, and retain an engaged and high-performing workforce.

- Define the guiding principles of your organisation and ensure that everyone is aligned to your company's mission, values and performance.
- Make time for fun. Quiz nights, happy hours, team picnics and rounders matches in the park are great ways to get your people together.
- Encourage a company culture where everyone treats each other with respect.
- Set up regular team-building activities. They can help to build long-lasting relationships among employees and ultimately increase employee retention
- Support corporate social responsibility (CSR) programmes. Giving something back to charity goes a long way to show that your organisation cares. Let your staff fundraise and volunteer their time for your chosen cause.
- Don't forget that your leadership team sets the tone for company culture. So, it's essential they embody the type of company you want to be.
- If your culture isn't where you want it to be, don't be afraid to make changes.



# 5 Look after your staff

## Employee benefits

Offering competitive pay and employee benefits can play an important part in keeping your people engaged. Providing benefits that your staff value is a great way to demonstrate that you care about them, their families and their welfare.

Benefits give employees confidence that they are valuable to your organisation and that you have their best interests in mind. They can also help to provide peace of mind that they have access to additional support when they need it.



# 5 Look after your staff

## Employee benefits

Providing a comprehensive benefits package can play an important part of your recruitment and retention strategies and give you a competitive advantage.

- People only truly understand and value the benefits you offer when you communicate them. Create and implement a communication strategy to keep your people up to date with their benefits.
- Offer benefits that your people will really value. Popular benefits include pensions, life assurance, private medical insurance, childcare vouchers and gym membership. But, understand what your employees really want and tailor your offering to meet their needs.
- Align your employee benefits to your company culture. For example, introducing free lunches and additional holiday days are simple but effective ways to give something extra to your people which they will really appreciate.
- Employee benefits don't have to be expensive. But, if you can't afford to offer everything, consider whether you can use salary sacrifice to help meet the cost.
- Embrace technology. Use it to tell your employees all about the benefits you offer them. Being able to access the information they need at the time and level that's right for them on their smartphone, laptop or tablet will make your benefits even more accessible.



# About Mybenefitsatwork

## Client care + innovation = Mybenefitsatwork

### Here's the story

Over the years we designed and introduced successful pension and employee benefits schemes for hundreds of employers. Of all shapes and sizes. The biggest lesson we learned was that effective communication is vital. Today, communication is our passion. Why? Because, as every HR team knows:

### Employees only appreciate the value of their benefits when they understand them.

From that insight, Mybenefitsatwork was born.

First we listened hard to what our clients were saying. They told us they wanted a tool that:

- kept employees up to date and engaged with their benefits and pensions;
- made benefits and pensions, including auto enrolment, easy for staff to understand; and
- provided information via lots of easy-access channels.

Research completed, we drew on our award-winning expertise to create Mybenefitsatwork.



# About Mybenefitsatwork

## Cost-effective online communication tool



Growing numbers of companies, just like yours, now offer their employees a friendly, own-brand benefits website run by Mybenefitsatwork.



For a small monthly cost per organisation, their entire workforce accesses benefits information at the touch of a button.





**Get in touch or  
request your free demo.**

**Visit: [mybenefitsatwork.co.uk](https://mybenefitsatwork.co.uk)**

**Email: [hello@mybenefitsatwork.co.uk](mailto:hello@mybenefitsatwork.co.uk)**

**Call: 0345 838 8380**

