

Top 10 Ways to Increase Employee Engagement and Company Loyalty

(throughout the employee journey)

PEOPLE WANT TO BE LISTENED TO, UNDERSTOOD AND VALUED!

If we focus on employee engagement , communicating the vision of the company and the value of those employees to it, those employees feel valued.

A valued employee is more loyal, more productive, a better advocate of the brand and is motivated to work towards the greater good of the company.

#1 GET A BETTER ONBOARDING PROCESS

The majority of companies have you show up the first day, fill out a bunch of forms, fumble around getting your phone and desk organized and then send you on your way.

How does that make any new hire feel welcome and valued?

Make the process personal and take the time to make sure the mundane tasks are dealt with before they walk in the door. Trust me, having business cards ready for them on the first day makes a huge difference.



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#2 CREATE A BUDDY SYSTEM

Pair the new hire with someone, who right away, is there to help them through the journey of figuring out your processes, procedure, and culture.

Incentivize the person who is the buddy to make sure that they do it properly and have a training process for the buddies so that there is a set of expectations of what that person will help the new hire do the first day, first week and the first month.



#3 HAVE MEETINGS SETUP WITH KEY DEPARTMENT HEADS WITHIN THE FIRST WEEK

Give the new hire the opportunity to have face to face, private time with department heads so that they know who these people are, what the responsibilities are of that person and they can gather intelligent information on how they can help that person do their job better and vice versa.

#4 HAVE A DEPARTMENTAL MEETING THE FIRST DAY

Having a departmental meeting the first day that person arrives is key to any onboarding process. Make the meeting about introductions and finding out about each other. . . and that is it. Let the person meet the people they are going to work with positively.



#5 DON'T ASSUME THAT POSTING SOMETHING ON THE BULLETIN BOARD MEANS IT WILL BE UNDERSTOOD

We, as leaders need to communicate to be understood.

*Making sure that people understand what is expected of them, and explaining why,
goes a long way in motivating people to take ownership and excel.*

#6 LISTEN TO ALL EMPLOYEES

There needs to be a mechanism in every office where people can voice their opinions knowing that they will be listened to, understood and engaged with.

Not every idea is an amazing one, but it is incredible how many great ideas get missed every day because employees do not say anything because they feel they will not be heard or their opinions do not matter.

#7 LEAD BY EXAMPLE

If you have clear and defined values within your company, as every company should, everyone, from the CEO down, should live by those values.

If openness and honesty are key to the values of the company, then it should start from the top and work its way down the ladder.

#8 CROSS TRAIN FOR UNDERSTANDING

The more employees understand, the greater business and not just their corner of it, the more valuable they are.

It is not just about being able to step in, in a crisis. By understanding how different departments work and think, employees gain a better understanding of how the entire business works together and thrives.

#9 INTERDEPARTMENTAL MEETING GROUPS

Further to the previous point, having interdepartmental groups is vital for people feeling like they know what is going on and allows for greater productivity and understanding between departments.

Imagine if Operations, Sales, Marketing, Customer Service and Human Resources were all on the same page and knew about major shifts in the business, at the same time, before they happened?

This would lead to greater productivity, less stress and better implementation.

#10 GET RID OF THE MISSION/VISION STATEMENTS AND CREATE A BRAND STORY

If you do nothing else, this is the one thing you should focus on. People do not read, understand or remember mission and/or vision statements. Why? Because they are just words on a page that are read once and then ignored by most companies. There is no long-term context, and people do not have a clear understanding of how they affect their day to day lives within the company.

However, if you have a brand story, that tells everyone who you were, who you are and where you want to go, what you do, who you do it for and what problems you solve, employees can relate to this. This brand story can be easily shared amongst new hires, retold on an on-going basis as a reminder, and it gives employees something visionary that they can share with clients, no matter where they work in the company.

The brand story gives people reason to understand why the company does what it does, who they are trying to help and what problems they solve. Knowing who you are as a company and where you are going, gives employees a clear sense of purpose and that leads to better engagement and longer tenure.



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