

Employee Engagement

We all see and observe every day at the office that employees talk about themselves. Usually it comes with the sentence; *I am in pain because I am working so hard*. It may look convincing but it is not a metric for effectiveness.



I experienced while working in different companies that, top management actually starts working after office time or pretending to be hard worker by working late hours. It is an impression that the harder and faster we work, the better our solutions will be. Our mindset is that *more is better*. We are not thinking that effectiveness is more productive than quantity. To break out of this counterproductive reflex, leaders must gather information about how people work and how they feel about their work.

Engaged employees are more energized, dedicated and committed to their tasks and to the company than folks operating by rote. A TW Global Workforce Study focusing on engagement brought about following areas:

1. Leadership (leaders show sincere interest in employees well-being and earn their trust and confidence).
2. Stress, balance and workload (stress levels are manageable; there's a healthy work-life balance and enough employees to do the job).
3. Goals and objectives (employees understand how their job contributes to achieving company goals).
4. Supervisors (managers assign appropriate tasks, coach employees and behave consistently).

5. Image (the company is held in high regard by the public and displays integrity in business practices).

The study found that companies with the highest engagement levels had an operating margin of 27%, while those with the lowest were at less than 10%. At disengaged companies, 40% of employees were likely to leave in the next two years; at the most-engaged firms, the numbers was 18%.

How you make your employees feel valued is the key to success. Feeling valued means that the work culture supports the employees' growth and development, removes obstacles to getting the job done and allows employees to use all of their gifts in the service of the organization.

Recognizing value requires efforts from leaders to find out what people really think, by taking time to dialogue solutions and showing a willingness to communicate beyond mouse clicks. That means offering positive feedback, looking employees in the eye and confirming that they are doing a good job. Recognizing a good idea or dedication to a project fuels engagement, particularly when it goes to a person's sense of competence, rather than just results. A personal touch in appreciating employee can go a long way to building an engaged team. Simple comments such as, *"I like how you handled that"* drives deep-down motivation and a continuous interest in the work at hand.

Don't forget personal touch in your comments. It should not be just, *"What a great job you did"*. You must convey the message by saying, *"When I saw you solve this problem, I realized what a wonderful asset you are to the team, and I can't tell you how much I appreciate that"*.

If that's all it takes to engage employees for years, so many top leaders and managers in companies are really missing the boat. If you agree with my point of view please share with your bosses and top officials of the company.