The Most Successful Employee Engagement Ideas

Free Resources for CXOs

A letter to the leader

To the reader,

The war for talent has been a great wake up call for organizational leaders to step back and evaluate where their employee experience might be lacking.

CXOs everywhere are now evaluated by their ability to keep employees happy.

And there's a good reason for this. Employee experience has proven to be directly related to customer satisfaction. When employees are happy, they build better products, they innovate more, and they spend more quality time with customers. We all know this from our time on airplanes, in grocery stores, in the doctor's office, and with almost every purchase we make.

Every company is in the people business. So if you want your customers to be happy, you need your employees to be happy. Easier said than done, right? But we are here to help.

With love,
inFeedo

Encourage friendships & communities outside work

Encouraging friendships and organic communities to form outside structured company events can lead to happier, more connected teams. These communities could be formed around books, sports, cycling – anything that's not work-related.

Our people science team has found that the more friends a person has at work, the more engaged they are in their role. So, help your employees find a circle of trust at work and these communities will create the space for them to develop and flourish.

Consider a 20% program

Google famously introduced the 20 percent program, where employees can spend 20 percent of their time at work doing whatever they like.

Studies have shown that the most productive employees are able to take effective breaks. In fact, statistics prove that the optimal work-to-break ratio is 52 minutes to 17 minutes. What do you think about a 20% program at your workplace? Try it!

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A tailored approach

Take a leaf out of any marketer's book. If you want to influence and engage audiences, you have to segment and refine your target groups to ensure the messaging is specific and relevant.

Some companies have started using the same approach in the way they communicate to their workforce. By personalizing employee experiences, HR leaders can provide targeted communications that will keep them present and engaged with what's going on in the organisation.

What's more? This is easy to implement and a huge success across the globe. Ever heard of **Amber by inFeedo?**

Amber can:

Contextualize deep dive conversations with real-time pulse insights to gain a rich understanding of employee experience.

Share learnings and metrics with people leaders so everyone can be fully informed at every moment.

Observe how new initiatives and changes impact the employee experience in real-time so businesses can course-correct or double-down.
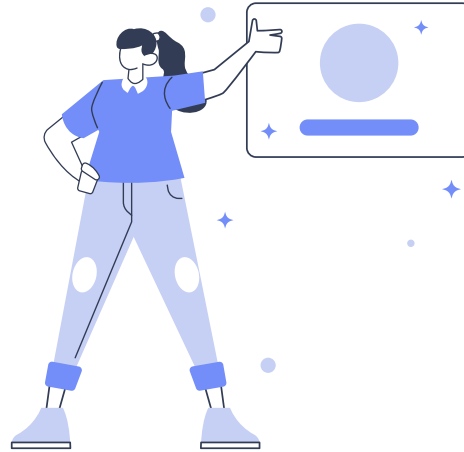
Highlight employees who need special attention and nudge leaders to take action.

Speak 100+ languages including Malay, Indonesian, Bahasa and English.

Click here for a free demo

Random acts of fun & kindness (RAFAK)

To complement group and individual recognition, it is sometimes useful to create a working environment that is rewarding in its own right.

This encourages people to want to come to work and spend time with each other, while also strengthening the loyalty they have to their team and company.

**To begin Random Acts of Fun and Kindness:**

1. Identify a handful of people who naturally would enjoy livening up the workplace. These would be your RAFAK officers.

2. Provide loose guidance on how often to spring these RAFs on the team, but leave it up to the RAF officers.

3. Let them use their creativity to come up with ideas.

Ask the right questions

If you want to find out what's really driving engagement in your company, you need to ask the right questions. While each company is different, taking the time to critically engage with what may be improving and impeding employee engagement is the secret to success.

Many organisations have solely relied on the popular, yet also simplistic Employee Net Promoter score as a litmus test for employee engagement. While the eNPS is appealing in its simplicity – it poses a single question: whether someone would recommend their company as a great place to work. But in truth, engagement is a complex framework that takes people science to understand.
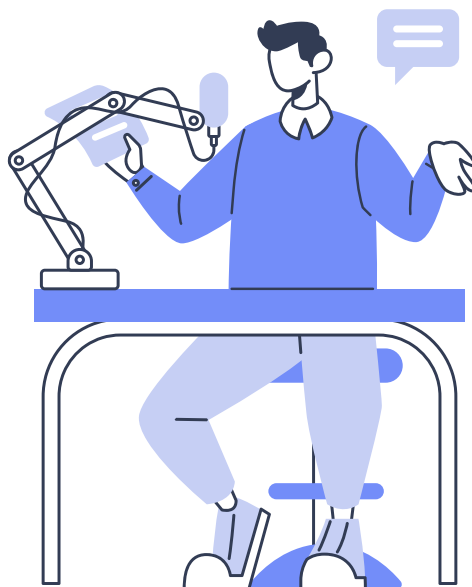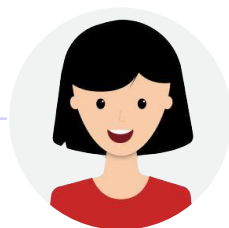
Which is why we created Amber, the employee experience bot, backed by conversational AI and over 6 years of rigorous people science research.

In recent years, an increasing number of companies around the world have trusted Amber with employee wellbeing, engagement and retention in their organizations, and they've all seen exemplary data-driven results.

Amber starts by connecting with employees to ask the right questions based on inFeedo's research-backed EX framework at specific milestones in their tenure. She kills survey fatigue with empathetic conversations, analyzes sentiment and shares insights regularly with leaders to act on. Lastly, she equips HR with data to proactively drive focussed interventions to resolve employee concerns, prevent exits, and improve organizational culture.

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Encourage a 'well' day

Everyone needs to take a sick day, but why not encourage your employees to take a "well" day if they've performed in a way that exceeds expectations? Many companies are reportedly discarding the traditional annual leave and sick leave system in favour of a pool of paid time off that employees can choose to use at their convenience.

Of course, this would have to be monitored carefully so the concept isn't abused. But it could be the perfect incentive for employees who find themselves working late into the night or on weekends.

Don't have exit meetings - have 'stay' meetings

Rather than farewelling disengaged employees that have decided to leave ship, have 'stay' meetings before a goodbye is necessary.

Often, organisations meet with employees after they've announced their intention to leave. Before it gets this far, take an example from McDonald's, who have 'stay' meetings to reduce the need for 'exit' interviews.

A stay meeting allows employers to measure a person's job satisfaction and engagement on a regular basis, feeling out the pain points and positives of their role. This can reduce employee turnover rates and address people issues before it's too late.
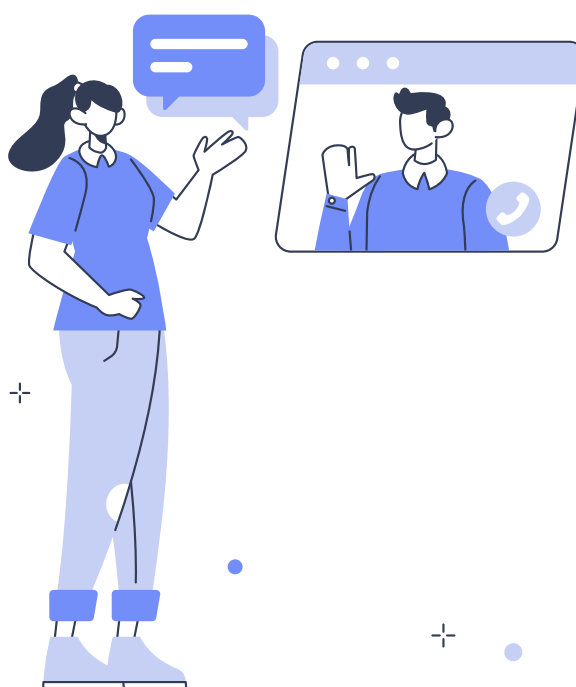
Plan for a fluid workforce

Organisations today are a mix of full time, part time, contingent and contracted employees. It's important to engage all of these cohorts.

What motivates a freelancer will be vastly different to what motivates a full-time staff member. Tailor and segment talent management solutions that fit people's different work style, rather than taking a one-size-fits all approach to people management.

A proactive leader might think about it in terms of the virtual talent warehouse, rather than a permanent workforce. Indeed, some of this talent might be 'permanent' but much of it could be task or project based, purchased for the purpose of getting particular jobs done. Maybe some of this talent isn't even human. With the new capabilities that AI, cognitive computing and robotics will unleash, a new suite of solutions presents itself when it comes to bridging skill gaps.

Encourage applying personal interests to roles

We spend a large part of our lives at work (whether we like it or not) so it makes sense to incorporate the interests we pursue in our spare time into our daily roles, where possible.
HR professionals can take the concept of work-life balance a step further by encouraging employees to apply their personal skills to their day-to-day roles. From encouraging employees to contribute illustration and design skills to your weekly EDMs, to getting startup-minded employees to help you facilitate an upcoming hackathon, allowing employees to bring their personal interests to their daily roles can make them happier and more engaged.

Reimagine performance management

Numerous organisations have begun to abolish the annual performance appraisal because of suggested links to disengagement. However in many cases, this has also stopped meaningful feedback that is crucial to employee engagement. The key here is to find the happy medium and accept that an approach that might work for one organisation may not work for another – there is no 'best practice'.

The way to achieve the desired combination of productivity and engagement is by understanding the objective of the performance process and crafting a suitable approach. Rather than abandoning performance reviews, organisations should endeavour to reimagine performance management so that ongoing feedback, acknowledgement and development become the driving themes. Bringing these components together in a personalised experience will drive employee engagement.

Organisations can consider:

- [x] Embedding pulse performance practices in business as usual that encourage regular feedback, ongoing discussions and agile alignment to objectives

- [x] Investing in leadership development by coaching managers in providing feedback and 'what needs to be done next' rather than rating past performance

- [x] Using multiple sources to collect and analyse data on an employee's performance

Conclusion

A new employee joins your team excited, motivated and full of new ideas. Then as the days turn into months, the energy and enthusiasm they walked through the door with plateaus, then inevitably plummets. For many organisations, keeping staff engaged is an ongoing struggle. If people are disconnected and aren't engaged with the work they're doing, how can you expect potential customers to get excited about your company?

Which is why technology is one of the most powerful tools to develop people and keep them engaged today. Don't hold back on using some of the incredible tools out there that can 10x your employee engagement without emptying your pockets. In this ebook, you learnt how to keep people engaged through:

Reward and recognition

Strong leadership

Providing learning and development opportunities

Effective performance management

We hope these ideas can inspire action and support organisations as they nurture, engage and motivate their people during this critical period. Engaged employees are more productive, they don't hold back, and they go the extra mile. They're inspired by their work, they believe in their organisation and they feel connected to what it's trying to achieve.

As a leader, it's up to you to create an environment where people feel engaged and motivated. Need a hand?

Amber by inFeedo can help.

Click here & signup for a free demo.