

How do you define employee engagement?



Employee Engagement and Internal Communications specialists

What is an “engaged” employee? (a) Someone planning to marry; (b) Someone you’ve just taken on, or; (c) Someone who works for you and is committed, hard-working and passionate about what they do? If you answered (a) or (b), you’re probably losing millions every year, but help is available.

In a highly competitive market for both customers and talented staff, employee engagement is the current Holy Grail.

Many companies realise that maximum productivity doesn’t come from just a “satisfied” or “happy” employee. They know that the **most productive and loyal employee** is known as an **engaged employee**.

A definition of a fully engaged employee

- Is intellectually and emotionally bound with the organisation
- Gives 100 percent
- Feels passionately about its goals and
- Is committed to live by its values.

This employee goes beyond the basic job responsibility to delight the customers and drive the business forward. Moreover, in times of diminishing loyalty, employee engagement is a powerful retention strategy.

Why employee engagement has a strong tangible impact on the bottom line

- The most valuable resource of a company walks out of the door every evening and sometimes it never comes back - This is of particular importance in knowledge and service based industries
- The quality of output and competitive advantage of a company depend on the quality of its people, their sharing of knowledge and contacts

So what is employee engagement?

Employee Engagement is the means or strategy by which an organisation seeks to build **a partnership between the organisation and its employees**, such that:

- **Employees** fully understands and is committed to achieve the organisation’s objectives, and
- **The organisation** respects the personal aspirations and ambitions of its employees.

It is seen largely **the organisation’s responsibility to create an environment and culture conducive to this partnership**.

The 3 aspects of employee engagement

Global studies suggest that there are three basic aspects of employee engagement:

- The employees and their own unique psychological make up and experience.
- The employers and their ability to create the conditions that promote employee engagement.
- Interaction between employees at all levels.

Employee engagement creates greater motivation within employees for the work they do and increases their commitment to the organisation. It is about creating an enthusiasm for their roles, their work and the organisation, and ensuring they are aligned with the values of the organisation, well informed and well integrated with their colleagues and the fabric or culture of the organisation.