

The key benefits of employee engagement



Employee Engagement and Internal Communications specialists

Tough trading conditions at home and abroad. New business models that threaten to undermine your existing business. Plus the continual search for good people. Just 3 of the challenges that you can overcome – if you have a strategy for employee engagement.

Increasing competition from current competitors and new market entrants, cost pressures, innovations in products and technology, emerging brands, globalisation, changing consumer buying patterns and service expectations, shareholder value and City expectations. These are just some of the challenges facing every business and most will be on your senior team's agenda in some form or other right now.

Many organisations struggle with both the range of challenges and need to adapt quickly to an ever-changing business environment. This often leads to many initiatives being run simultaneously. This usually results in disjointed and conflicting initiatives that confuse employees and deliver little real improvement.

So how can employee engagement help?

Employee engagement is the sum total of the work place behaviour demonstrated by the people. Such behaviour is characterised by:

- **Belief** in the organisation
- **Drive** to work to make things better
- **Understanding** of business context
- **Respect** and support for others
- **Desire** to learn new skills.

The level of employee engagement affects key results such as sales, customer satisfaction, innovation and employee turnover. An engaged workforce is capable of delivering sustained differentiation and a significant competitive advantage.

Here are the key benefits of employee engagement:

- **Better performance.** Engaged employees work smarter, not harder. They keep looking for ways to improve performance and they keep finding them. This means more sales, lower costs, better quality and innovative products.
- **Better communication.** Engaged employees communicate – they share information with colleagues, they pass on ideas, suggestions and advice and they speak up for the organisation. This leads to better performance, greater innovation and happier customers.
- **Greater customer satisfaction.** Engaged employees go out of their way to meet customers' needs. Customers aren't slow to notice and this leads to higher levels of repeat business, at a lower cost to the business than that of acquiring a new customer.
- **Better team-working.** Employee engagement is about increasing the employees connection with the principles, strategies, processes, culture and purpose of the organisation. It is a matter of commitment and encouragement. It is a matter of focusing on business results, and the employees having a clear sense of responsibility for delivering on the business agenda.
- **Greater commitment and team working.** Engaged employees really care about the future of the organisation they work for, they feel proud to work for the company and they get on better with their colleagues.
- **Lower employee turnover and greater ability to recruit great people.** Engaged employees don't leave, despite offers to work elsewhere and they actively seek out new people who they believe can help the company get even better.