

# “Employee engagement isn’t about ping-pong days and dress-down days”

Read on to learn how employee engagement can change people’s lives and companies’ futures.

## “[People] can find opportunities opening up that they wouldn’t have otherwise had”

The workplace can make a huge difference to people’s lives. That’s a good reason for being passionate about employee engagement. In fact, if people can show a high level of positive attitude and energy during the recruitment process, they can find opportunities opening up that they wouldn’t have otherwise had.

It’s important to make sure that people understand the company culture and what they can be part of, all the way from their recruitment. Employees need to be engaged. If they’re behind what a business is trying to do, enjoy coming to work, and are passionate about trying to achieve the company goals, they’ll go on to create a great service for the customer.



## “There’s no magic formula to make somewhere a great place to work”



There’s no magic formula to make somewhere a great place to work. It relies on sheer rigour, consistency, and communication. That means doing the same things week on week, month on month, year on year, so that people know what to expect.

At Chess, for example, the company holds a series of stand ups on the first Monday of every month. The idea is to energise all of the people and kick off that month. Because the company is multi-site, it’s presented by a different director at every site, but they all use the same script.

Another idea worth replicating is giving everyone a monthly half-hour 1-2-1 with their leader, during which they score each other on energy, attitude, performance, and knowledge. There could also be daily huddles, which could take place either through Microsoft Teams or in person. In fact, technology can help in a number of areas. Microsoft Teams, for instance, can also help one group of people gain work-related information from another.

## “An engaged employee is very different from a happy employee”

Employee engagement links to performance, so an engaged employee is very different from a happy employee.

It’s important to look out for three things. First, do they want to improve their own performance and be successful in the business? Second, are they engaged, interested, and want the same for their friends and colleagues?

Third, do they want the business itself to be a success?

If you can see all of those three factors, you’re looking at an engaged employee.

Every person is responsible for engagement. That’s particularly the case in leadership teams. They need to focus, inspire, motivate, and guide their people.

To do that, they must be clear about the organisation’s aims, and their people need to be clear about their team’s aims. One way companies can do that is with an annual company conference where they ship everybody in from all the different sites, share messages, and celebrate success.



## “If you’re going to do something differently in your business, make it communication”

Even if a company is a great place to work, it may not be an easy place to work. So make sure you have a process in place which allows you to resolve issues quickly. You could, for example, monitor morale scores for your teams and use those to drill down into problem areas.

Above all, if you’re going to do something differently in your business, make it communication. Employee engagement isn’t about ping-pong days and dress-down days.

So, listen to your people, take the feedback on board, and act on it.

### Now read this

You’ll discover much more about employee engagement in our new e-book.

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