

Top Strategies to Foster Employee Engagement



In the age of technology and the rise of the [remote worker](#), employers the world over are finding it harder and harder and to keep people engaged. Even though the days of the “company man” still exist, the concept is becoming less and less prevalent. This is largely due to the fact that changing jobs, or even careers, multiple times is no longer seen with the same disdain it once was. As a result, employers are having to get more creative about not only retaining top talent, but keeping them engaged. If you find yourself with a revolving door of quality people coming and going, you might want to consider some of the following strategies.

What Makes Employees Feel Engaged?

Before you start thinking about how to keep employees engaged, you have to understand what the term means to them.

Recent research tells us that three words define what it means for an employee to feel engaged. Money isn't one of them. **Community, Value and Security.**

Community

Employees need to feel that they're included in the process. Being included in important meetings, asked for their input and communication all go a long way. Bottom line, if something important is going on, everyone needs to be kept in the loop.

Value

In order for employees to feel valued, they need to know that their work is important. This is why regular feedback, even if it's constructive goes a long way. If someone does an exceptional job, let them know. Even just a short email or compliment goes a long way.

Security

This is a big one. With the prevalence of corporate takeovers and mergers, employees spend a lot of time on edge and looking over their shoulder. They're never sure when their position might be eliminated, or their head will be on the chopping block. If you want to keep people around and fully engaged, let them know that they don't have anything to worry about. Retirement plans, benefits, sales incentives, etc. all go a long way in easing employees' minds.

Now that we've defined what engagement means to people, let's discuss the best ways to keep them engaged.

Give People a Voice

Remember those surveys that companies would send out once a year to every employee to get their feedback? Those don't cut it anymore. Employees today, especially [Millennials and Gen Z](#), crave sharing of information, thoughts and ideas. That's why it's a good idea to have a central hub for communication not only within departments but between them. This space should be treated as a judgement-free zone. Sure, there are professional lines that need to be adhered to. But, employees should be able to be candid and share ideas and feedback freely.

Listen

It's any employee's job to listen to their boss. That goes without saying. But, guess what? It's also your job as a boss to listen to your employees. If an employee raises a concern or comes up with a good idea, consider what they have to say and put it into action. When people see that their ideas add value to an

organization, they feel like they matter.

Everyone Learns Differently

There's a lot being made about different learning styles. And for good reason. Some people learn by watching and listening. Others, by doing. That's why it's imperative to accommodate everyone and how they learn. The days of reading a job description and the employee handbook are gone. For people to be engaged, they need you to be an active part of the process. It's your job to identify their learning style and curtail your teachings accordingly. If you want to get the most out of your people, make their learning a top priority.

Creative Group Learning Sessions

You're all too familiar with the typical company training that involves a Power Point and a manager talking in front of a group. These can be impactful but, it's easy for them to become stale. An alternative is to do learning sessions in a way that involves and challenges everyone. You can get really creative here and have a lot of fun. An example might be dividing a team into groups to accomplish a certain task. Within a particular group, put someone that is shy or reserved in a position of leadership. While it might be uncomfortable for that person, you're challenging them to step outside their comfort zone. These kinds of learning activities can be a real catalyst for individual and collective growth.

There's no question that retaining quality people is harder now than ever before. The workforce has become smarter, values have changed, and technology has made it easier for people to do their job without being fully engaged. Sure, money is always a motivating factor for employees. More than anything though, they want to feel a sense of community, value and security. If you find yourself struggling to keep people around and excited about their work, try implementing some of these strategies. You just might be surprised by the results.