

Essential Components of Employee Engagement Strategy

When it comes to engaging your employees, to see results you need to be strategic about it. Delivering employee engagement as an afterthought or in an ad-hoc manner is going to be counterproductive.

By preparing an employee engagement strategy, you will have a roadmap to follow on your journey to having an engaged workplace.

When you pull your strategy together, make sure you cover off these essential components:

1. Identify your key action areas

You will need to determine a baseline of where your employees are at to determine how you can improve.

You'll need to go to your employees and ask them to tell you honestly how they feel about the company, why they haven't left the company, if they are planning to leave the company and what improvements they'd like to see made to the workplace.

2. Set clear goals

Once you have the baseline data, you should be able to determine goals to work towards – which will form the basis for your engagement strategy. What do you want the end result to be? What steps will you take to get there?

3. Align the goals with your company's vision and values

Does your company have a vision statement or values statement? These words that appear in your company documentation should not just be hollow rhetoric that look good in print. They should be meaningful and you should align them with everything that your company does – including the way it engages its own employees.

4. Put appropriate data collection and measurement systems in place

There's no point having a strategy to improve engagement if you don't have a system in place to measure the effectiveness of your efforts.

5. Plan specific actions to help achieve goals

How do you plan to engage your staff? Will it be through improved communications? The introduction of a rewards and recognition program? Offering more training and development opportunities? Spell these out in your strategy including the timing of the initiatives, allocate responsibility and, where appropriate, a budget.

6. Describe challenges and barriers

Be honest about the culture of your workplace and address what factors are at play that could stop you from achieving your engagement goals. Do you have too many managers who don't set a good example? Have your staff been neglected for far too long? Do you know of workplace bullying and other toxic issues?

If you know you have unique challenges in your organization you will have to put actionable measures in place to address these, otherwise you won't get anywhere.

7. Communicate your strategy

Include how you are going to communicate and distribute the strategy once it has been finalized. There's no point having it if people don't know about it – especially management at all levels.

To bring about genuine change in a workplace, your management team need to model appropriate behavior and lead by example.