

Four Tips for Employee Engagement

The new landscape of employee experience

For managers seeking to boost employee engagement, this is something that can only be earned, not enforced. If the past two years have shown us anything, it's that genuine employee enthusiasm, motivation, and drive at work come from a passion for the work. No amount of free lunches, ping-pong tables, morning yoga, or any other superficial work perk can fix a job that doesn't have the right foundations.

Did you know that the average worker is productive for 60 percent or less of each day? For office workers, it drops to just two hours and 23 minutes each day. After the unprecedented challenges and demand put on employees during the pandemic, there has never been greater pressure on managers to facilitate a work environment that brings about organic engagement. Only when you set a precedent for a work culture that helps employees understand what's expected of them, supports them to do their jobs well, and offers fulfillment as a result, will you foster meaningful engagement and stellar work.

Structure and the basics

The concept of a regular work structure is becoming obsolete. Remote, flexi, and hybrid work styles have been adopted more widely, and consequently the idea of structure is less essential now in work cultures. We've seen, via the four-day work week, that five-day results can be achieved in fewer hours per week, resulting in benefits for workers and employers alike.

Although time structures are more fluid in businesses, it's still important that employers understand the company structure and get the basics right. That means knowing where their role fits, to whom they report, and what kind of

commitment is required. After all, employees appreciate working for a well-run organization that prioritizes structured communication and demonstrates a mastery of the basics. Without these, new hires quickly lose confidence in an organization's ability to deliver on their promises of a positive and productive working environment.

Well-defined roles

Employees perform at their best when they have a clear-cut understanding of what's required of them. That's because every day they can set out to achieve a specific set of goals without worrying about job ambiguity. The best way to keep sight of these roles and responsibilities is by putting employees' job description in writing and regularly reviewing it with them. This allows opportunities to reflect on strengths and weaknesses to further refine or adapt job roles. The power of a single catch-up conversation shouldn't be underestimated. Employees will respect a manager who shows that everyone within the company is heard and seen.

An open-door policy

On a similar note, an open-door policy is the best way to ensure that employees voice their concerns with managers. Having a culture of communication and openness is essential in any work environment. If employees are struggling but feel pressured to sit at their desks and put on a brave face, that's only going to affect the overall company culture until no one feels they can be honest with management. It will come as no surprise that this will, in turn, drastically impact employee engagement.

If employees have a particular strength regarding some aspect of their responsibilities, the best thing a manager can do is push them in that direction, which will help them feel more passionate and engaged in their work. Similarly, if there's one role that someone is struggling with, an open-door policy will encourage the person to discuss ways to improve. It also allows employees a chance to suggest ideas. Open doors not only increase communication between hierarchies but also ensure productive brainstorming.

Dress code

The days of formal dress codes are simply history. There's no reason to require employees to work in clothes they find uncomfortable. Given digital meetings and

virtual presentations where clients rarely visit the office, employees can work more productively in whatever clothes they choose. Unless you have sales staff who visit clients, relax the dress code and develop an environment where work matters, not attire.

Successfully motivating teams to be more engaged in their work is achieved by ensuring the basics are established. To achieve this, managers and CEOs must adapt to an ever-changing work culture and recognize that we're not living in the same world as three years ago. Empowering employees will result in better engagement and better results. After all, it's the people who make the company.

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