

8 Strategies to Engage Employees in the Workplace

8 strategies your business can start today

You want employees who are committed to your business and your goals. There's no better way to accomplish this by creating a culture of engagement.

Research shows engaged employees are more productive and profitable. They tend to be the positive influences on your team.

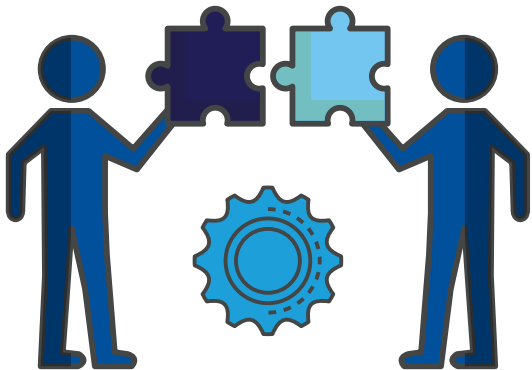
The hard part is designing a culture that creates engaged employees day after day.

It's challenging but not impossible. If your company is willing to take on initiatives tailored to the needs and motivations of your employees, you can have a fully engaged staff.

You'll be rewarded when you see the results reflected in all levels of your company.

This guide presents 8 strategies any company can use to create an engaged workforce.

Why is employee engagement important?



- ✓ Helps to reduce employee turnover
- ✓ Promotes a stronger bond to the organization's mission
- ✓ Builds better relationships with co-workers and customers
- ✓ Creates more productive workforce
- ✓ Helps to increase sales profitability

51% of employees in the US are not engaged*

Career, growth opportunities, pay and benefits, management, company culture and job fit are the top reasons employees are leaving their job.

1

Perfect the onboard process

Creating a culture of engagement starts on Day 1. Don't let employees fend for themselves when starting out at your company. Assign a mentor to help them with paperwork, your computer systems and even finding the best places for lunch or the quickest way to the train stop to get home. If they need training, have it scheduled for them so they can start contributing as soon as possible. The onboarding process is more than a first step to get an employee up to speed – it's the beginning of your process to help employees quickly fit into your company's culture.

2

Detect and encourage your employee's best strengths

During the onboarding process, you want to work to encourage your new employee, particularly by focusing on their strengths. Employees who feel emotionally linked to a job also tend to feel a connection to an organization. This usually occurs because the employee has a close relationship with a manager who is working with an employee to help them build on their unique strengths. Early on, highlight and encourage your employee's work so you can build trust.

3

Promote open communication within the company and foster an environment where sharing ideas are welcomed

Keep your team abreast of what's going on in the company. Land a new client? Gaining more business from an existing client? Hiring a new executive? This internal news helps keep everyone in the loop. It's also an excellent time to ask for feedback.

While it helps to keep your team informed on what you're thinking, to help foster a culture of engagement it also helps to hear them out. Great leaders listen and help employees find solutions to problems. It helps empower your employees and build confidence.

When thinking about feedback, also think about how you communicate. Some generations are comfortable with email, for example. Others may prefer a team meeting or a face-to-face discussion. Either way, it helps to have a culture of communication if you want an engaged workforce.

4

Make recognition count

Everyone plays a role in your company so make sure everyone's contributions are acknowledged. Sometimes companies will recognize everyone internally, but only specific job titles externally. If you give your employees visibility both inside and outside your company, you will have a better chance of creating an engaged workforce.

When you do acknowledge people, think about creative ways to do it. You can do this any number of ways, including creating a company awards program, sharing recognition through social media or at company-wide events.

Want more information?

[Book a 15-minute call with us.](#)

5

Nurture leaders that will nurture their team

Managers are the people who have the most interaction with your workforce. By investing in them, you are also making a critical investment for all your employees. If people don't like their boss, they are more likely to quit. Managers should have access to training and coaching programs that can help them with professional development. They'll know how to execute your company's vision and get results, but also understand how to communicate and be open to new ideas. The payoff should come in better relationships and a working environment with employees.

6

Work-life Balance

Studies have shown employees suffer adverse effects when there are work-life conflicts. One of the most powerful things a company can do is help employees create a better work-life balance. Working long hours can harm productivity and reduce creativity. Not spending time with family can lead to relationship issues which will eventually impact work too. Plus, just about everyone wants to rest and recharge.

A Gallup survey showed people are more likely to change jobs for benefits and perks that related to their quality of life*. A work-life balance is a top factor that can set companies apart on the search for the best talent.

7

Offer innovative benefits that promote well-being

Employees want benefits that will have a meaningful impact on their lives. For most workers, health insurance and benefits packages are the most important benefits a company can offer. However, benefits like remote working opportunities, flexible schedules, commuter benefits are also significant to employees.

Commuter benefits, for example, can save an employee hundreds of dollars or more over the course of a year because transportation is the second-largest expense for most households behind housing costs. Commuter benefits allow employees to use tax-free savings from their earnings for qualified commuter expenses. This includes mass transit, rideshares and some parking. Employers can save up 7.65 percent on payroll taxes.

Companies should consistently ask what benefits employees need and find ways to add them to your benefits package to help create an engaged workforce.

8

Be social and have fun!

Engaged employees like to feel part of a team, and one way to do that is to promote socializing at your company. Socializing is an effective way to increase employee engagement and build stronger working relationships — it's not meant for companies to pay employees for not working.

Instead, companies should look for ways to promote quality time within teams and for the whole organization. This could include yoga or other classes, happy hours, charity work or brown bag lunches with a speaker.

Want more information?

[Book a 15-minute call with us.](#)

Conclusion

What you're doing is increasing the happiness and sense of belonging with your employees. You will boost morale and help your workers communicate more effectively — particularly amongst teams or departments that might not work together often. Creating an engaged workforce requires a detailed plan and commitment. While all of these ideas are possible to do on your own, some may require assistance.

Ready to learn more about innovative benefits?

We are the top provider of commuter benefit solutions in the country. We'd be happy to help you understand how commuter benefits will help you create an engaged workforce, and save money for you and your employees.

Download a complimentary guide to understanding how commuter benefits work.

[Download Now](#)

About Edenred Commuter Benefits

Edenred Commuter Benefits is the nation's only comprehensive commuter benefit solutions provider. Our commuter benefit programs combine quality, efficiency and full compliance with IRS regulations. With competitive pricing and a seamless process to sign up and manage the benefit, HR professionals can save money for their companies and employees, and enhance their benefits package to attract and retain top talent.

*Source: Gallup <http://www.gallup.com/reports/199961/state-american-workplace-report-2017.aspx>

Want more information?

[Book a 15-minute call with us.](#)

