



## FIVE ENGAGEMENT STRATEGIES

1. **Encourage Open and Honest Employee Communication** – People crave information in times of crisis. When bad news is hidden from employees, positive morale is squelched which hinders employee engagement efforts. Focus on building trust by being open and upfront; seek feedback; be a good listener and allow employees to vent and express their concerns. Remind them how they fit in with the future of the organization.
2. **Demonstrate the three C's and Promote A Bit of Fun - Caring, Concern, Compassion** – Promote a stable and secure environment by investing in employees – your most valuable asset - with some fun, simple monthly breakfasts, informal birthday parties, after work fun and team building events. It shows that you and the organization care.
3. **Set Clear Expectations and Empower Employees** – All the bad economic news can be distracting for employees causing them to lose focus. To help, managers can keep them on track by setting clear (S.M.A.R.T.) goals and reviewing them on a quarterly basis. This approach keeps it fresh, timely and focused.
4. **Train in the Downturn, Implement in the Upturn** (Thanks, Czar Howard Z!) - Coaching, training, and development for career growth – For many employees, this is their first experience working in a recession. To keep employees positive and productive, encourage employees to continuously learn, take on new challenges and even new roles. You'll improve engagement and also retain top talent.
5. **Strengthen Reward and Recognition Programs** - Why is it so hard to give compliments or to say, “Well done!” or “Good job!” to our employees or to each other? Be sure to acknowledge your employees' efforts and heavy workloads. Say it often – *Good Job!*

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## Personal Engagement Scorecard\*

Rank the following by level of importance and then rate your satisfaction level with each. Include comments to help explain ranking and ratings.

	Rank Level of Importance (1 to 6)	Rate Your Satisfaction (Scale of 1 – 10)	Comments
<b>Company practices</b> (practices and policies, company reputation, diversity and inclusion, performance assessment)			
<b>Opportunities</b> (career opportunities, learning and development)			
<b>People</b> (senior leadership, manager, co-workers, clients)			
<b>Quality of life</b> (work-life balance, physical work, enforcement, safety)			
<b>Competitive rewards</b> (pay, benefits, recognition)			
<b>Work</b> (work activities, processes, resources)			

\*Source: Accenture, based on the Hewitt Associate Engagement Model, T & D Magazine, January 2008