

BUILDING & BOOSTING STAFF ENGAGEMENT



Building & Boosting Staff Engagement

Staff Engagement

What does an engaged workforce look like, and how can HR cultivate it?

The Blessing White X model provides a helpful framework, defining engagement along two spectrums - the amount of time/effort employees invest (engaged to disengaged) and how positively they feel about the organization (aligned to misaligned).

Five levels of employee engagement



Engaged Employees

Ideal engaged employees are both engaged and aligned. They consistently invest discretionary effort and have a positive emotional connection to the organization. As HR professionals, we can drive engagement by focusing on three key areas:

Inspire

Help employees see how their role impacts the organization's vision and values. Connect work to a larger purpose.

Enable

Provide development opportunities, training, and resources to nurture talent. Ensure workloads allow for work-life balance.

Connect

Build an inclusive culture where people feel appreciated and supported as whole persons. Facilitate collaboration.

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We can further engage staff by:

- Crafting meaningful onboarding experiences to foster belonging from day one.
- Developing managers to lead with empathy and keep teams motivated.
- Promoting wellbeing through flexible schedules, remote work options and wellness benefits.
- Making employees feel "heard" via surveys, open doors policies and acting on feedback.
- Considering experience and strengths when assigning projects. Passions drive engagement.
- Cultivating culture through events, peer recognition, and rituals that unite people behind shared values.

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SUMMARY

The most effective approach combines organizational and leadership strategies to engage at an individual level.

When employees feel inspired, enabled and connected, they will invest their talent wholeheartedly.

That level of discretionary effort separates good companies from great ones.



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