



How to Create the Ultimate Employee Engagement Program

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Employee engagement is a win-win situation, as engaged employees lead to better business outcomes. Yet, Gallup's State of the Global Workplace Report reveals that only 15% of employees are engaged at work.

Employee quit rates hit a record high in 2021, according to the US Bureau of Labor Statistics, with many dubbing the event as "The Great Resignation." This makes engagement more important than ever and forward-thinking companies will need to take a holistic approach to talent management.

The majority of CEOs now consider employment engagement platforms to be a core part of their corporate strategy. In PwC's 25th Annual Global CEO Survey, almost two thirds of business leaders agree that employee engagement metrics are vital to measuring long-term success. Furthermore, these metrics are fast becoming commonplace in CEO incentive plans.

An employee engagement platform is an effective way to make employees feel like they have a place and purpose. These SaaS platforms collect data and feedback to support businesses in driving culture, motivating teams, increasing employee satisfaction, fostering creativity, and improving company reputation.

With this technology in place, organizations can empower their workforce, creating an employee experience that's personal, productive and rewarding. However, it takes commitment and an understanding of best practices to maximize value. This guide looks at what it takes to make an employee engagement platform work.



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Understand Your Employees

1. Understand Your Employees

The first step in implementing any employee engagement program is to get to know your workforce, find out what makes them tick, and understand what needs to be done to improve the employee experience.

*Employee experience is the way in which employees internalize and interpret the interactions they have with their organization, as well as the context that underlies those interactions. – **Gartner Glossary***

This means it's necessary to see things from your employees' point of view, and consider what's important to them in their role.

WHO ARE YOUR EMPLOYEES?

When it comes to understanding your workforce, drill down into demographic data. This type of data helps you identify the types of people that make up your organization. Different backgrounds and personal identities shape experience, so knowing this information will help you understand feedback and employee survey results.

Go beyond commonly utilized demographics (such as age, gender identity, race/ethnicity, and location) and try to capture data on personal interests, as this will build a more complete picture of who your workers are.

In addition to collecting data, try to establish the different levels of engagement within your business units through one-to-one meetings and appraisals. This information can help to support the data that you collect through surveys and help you understand the needs of individuals.



There are three main types of employees to consider in this process:

1. Actively engaged employees

These are the people who already have a strong emotional connection to their work and the organization. They are enthusiastic and proactive in their role and are consistently high-performing.

2. Non-engaged employees

These employees generally feel indifferent about the organization they work for but will do what is asked and expected of them, within their job description. They rarely venture beyond their set tasks and responsibilities and they are mainly driven by their paycheck.

3. Disengaged employees

These are the workers who do the bare minimum in their role. They also tend to have higher levels of absenteeism and may have a negative attitude towards their employer.

PUTTING EMPLOYEES' NEEDS FIRST

The secret to delighting your customers, hitting sales targets and nurturing the bottom line starts at home. Putting your people first is good business sense because it allows your organization to work effectively and more productively towards a joint goal.

According to **Built In**, the cost of replacing an employee is:

- An average of \$1,500 for employees paid by the hour
- Between 100-150% of an employee's salary for technical roles
- Over 200% of an employee's salary for C-suite positions

The key is making sure your workers' needs are met, and making company profit secondary to that. Employee engagement platforms can help you collect important feedback through polls and surveys, giving you a real-time view of how your teams are doing, and whether they're content or frustrated.

It's also important to harness analytics so you can measure engagement, see improvements, and understand what content your employees are most interested in seeing.



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Make it
Interactive

2. Make it Interactive

The reason why interactive content gets more engagement is because it enables active participation from your audience. This is already widely understood when marketing to customers, with **93% of professional marketers** agreeing that interactive content is more effective than static content for educating, informing and engaging.

The same theory applies to employee communications. The more interactive your content is, the more likely it's going to capture people's attention and help them retain information.

LET EMPLOYEES CREATE THEIR OWN CONTENT

One of the best ways to increase interaction is with employee-generated content. Encourage content creation in the form of articles, blog posts, thought leadership pieces, photos or even videos.

To make the interaction go further, incentivize participants by offering prizes and awards for the most-viewed content.

Employee-generated content is an infectious tool that can motivate others. It also gives employees a voice, putting them at the forefront of your brand and solidifying their purpose in your company. Furthermore, content creators increase their chances of cross-department collaboration, helping them improve relationships at work, one of the main factors for engagement.

GAMIFICATION

Another essential intranet engagement idea is to gamify different processes. Employee gamification uses game-like elements such as point scoring, competitions and rewards. This can be checklists for employees to complete, quizzes, interactive leaderboards, or digital scavenger hunts.

According to **Newzoo's Generations Report**, 80% of the Gen Z and millennial population play games in their spare time. As this generation takes over the global workforce, engagement techniques like gamification will be more important than ever.

The statistics are promising too, with the latest **TalentLMS Gamification at Work survey** highlighting that 89% of US workers believe workplace gamification can make them more productive and 88% believe it can make them happier at work.

Gamification is also highly effective for training purposes, helping employees accelerate their learning, create more social bonds with others in the organization, and develop an affinity with company culture. Game-based training can be used at every stage of the employee journey, all the way from onboarding to leadership training.



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Encourage Collaboration

3. Encourage Collaboration

A successful employee engagement program isn't possible without everyone working together. In order for collaboration to be effective, businesses must adapt their culture. A culture shift is needed to overcome outdated ways of working.

Break down silos, improve information-sharing, and make it possible (and never frowned upon) for co-workers to enjoy small talk and social interactions.

MAKE IT EASY TO CHAT

Collaboration and communication need to be at the heart of any employee engagement program. Not all communication needs to be work-related either. It's beneficial to share thoughts and ideas on projects but there are also many advantages to general chit-chat.

Small talk at work can have a big impact on performance. This is because organizations are built on a foundation of human connection, and allowing workers to socialize easily in their environment helps them feel part of a team.

Some easy ways to facilitate everyday communication between teams include:

- Team-building exercises (including virtual exercises and games that can be done via video call for remote teams)
- Corporate team outings and away days
- Schedule regular group meetings as well as one-to-one meetings
- Create an open-door policy (in some cases, this may mean flattening the hierarchy to allow for direct communication between managers and employees)
- Identify champions in the workplace who can boost morale and foster connections between others





LET EMPLOYEES BE BRAND AMBASSADORS

Employee advocacy is an excellent marketing tool as it enhances authenticity for potential customers when they hear from your employees. People love to make connections with people so turning your employees into spokespeople on social media can be a great idea.

By using a social advocacy solution that leverages employees' personal connections and gets them to promote your business through word of mouth, you can tell the world about your company, your brand and your products in an organic way.

Adding a company intranet and using advocacy apps can encourage employees to like and share content, helping you grow an army of ambassadors across social platforms.

This is highly effective when trying to attract new talent as potential workers want to know more about the people they could end up working with. The main benefit, however, is the chance to make employees feel like an indispensable part of your organization, not just a cog in the wheel, while also expanding your reach of social media connections.





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Ensure Accessibility

4. Ensure Accessibility

Whatever initiatives you roll out for employees, make sure it's on an accessible platform. To help employees feel engaged, organizations have to ensure the process is easy. Otherwise, any program can quickly nosedive when accessibility is proving to be a roadblock.

This means communication tools have to be reliable so workers don't have issues posting comments or feedback. Additionally, digital platforms and content have to be accessible at any time, and from any location, including for remote workers.

With more companies shifting to the hybrid model, connectivity and accessibility are paramount for operations. This new way of working improves wellbeing, increases income and supports mobility. It's already being used by 63% of high-growth companies but it poses some challenges for the unprepared.

Firstly, there's the challenge of how employees are managed and how managers will communicate with their teams. Secondly, organizations that are still in the early phase of transformation will need to make sure staff have access to the data and resources they need to conduct their day-to-day tasks.



HOW TO BE INCLUSIVE

The easiest way to ensure inclusivity for the remote or hybrid workforce (including workers in different time zones) is to deploy a cloud-based intranet.

Here are some things to consider:

Make communication a seamless process

Provide your teams with the right tools so they can stay in touch with co-workers throughout the day. An internal communications platform that fosters both vertical communication and horizontal communication is vital. Some important functions include branding capabilities, targeted communication, multilingual features and social features that allow employees to post, like, comment and share.

Offer a mobile experience

For remote teams, being able to access resources on mobile is vital. Studies show that over **60% of all US internet traffic** is from mobile, not desktop. Modern intranet solutions and employee engagement platforms should have full mobile capabilities.

Include all workers in events and initiatives

As flexible and remote working continues to grow, companies will need to pay attention to how they engage with people outside of the physical office. For competitions, employee-generated content initiatives and team bonding exercises, make sure everyone in your organization has the opportunity to join in.



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Practice Listening

5. Practice Listening

In order for your employee engagement program to work, it's important to remain relevant. Your platform can't just be a fancy new tool, and your initiatives have to do more than just pay lip service.

The core purpose of employee engagement initiatives are to create an engaged, happy and productive workforce. A people-centric approach is a must, and that means giving your workers a voice and providing a safe environment where they can share their thoughts, opinions and grievances.

Any feedback data has to be analyzed carefully and taken into consideration for future business decisions. Ultimately, asking for feedback is pointless if employees aren't being heard or taken seriously. Feedback should also be a continuous process, where actions are taken and the cycle begins again.

Your feedback loop should look like this:



PERSONALIZE THE EXPERIENCE

One way to increase participation and make people feel included in the program is to use personalization techniques.

By offering personalized communications, regardless of location or language, you can build a deeper connection with employees and encourage them to take part in competitions, content creation, games, team bonding events, or feedback surveys.

DON'T FORGET YOUR GOAL

Your overarching goal of your employee engagement program is to help workers feel engaged in the work that they do.

There are five key drivers of employee engagement:

- ① Meaningful work that gives employees purpose
- ② Job roles that challenge employees to grow
- ③ Work that is mutually beneficial (to employee and employer)
- ④ An inspiring workplace environment
- ⑤ A healthy workplace culture with performance recognition





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Stakeholder Buy-in

6. Stakeholder Buy-in

Finally, the last step to building a successful employee engagement program is ensuring you have top-down support. All managers and stakeholders need to be on board and must play their part in making the system work.

When it comes to executive buy-in, it's important to create an internal marketing strategy so stakeholders understand the benefits of higher engagement in the workplace.

While this is about internal promotion and defining responsibilities for leaders and managers, it's just as much about creating cultural change. This means altering mindsets and changing the way things are done, even if change management is difficult to begin with.

ENLIST YOUR PROGRAM CHAMPIONS

Employee experience managers can act as a bridge between managers and employees. Their job is to create a culture of mutual trust. Working as your program champions, they can create a seamless line of communication, and rally enthusiasm and participation from the top down.

They can also provide support in the following areas:

- Internal communications
- The evaluation of management policies
- Collecting and reporting on feedback
- Creating surveys, polls and other content
- Planning activities to support employees' physical and mental health

By continually reporting back on positive changes in the workplace, improved feedback data or increased productivity levels, your program champions will find it easier to keep stakeholders interested and aligned with program goals.



About



LumApps is a leading Employee Experience Platform founded in 2015 to unify the modern workforce through better communication, engagement, and instant access to information. Integrated with Google Workspace and Microsoft 365, LumApps intelligently connects people, information, and business applications to empower employees and enhance productivity.

The product tailors each experience to the unique needs of the employee, from executives and managers to frontline workers. LumApps is a true SaaS platform, designed to scale to the needs of today's largest enterprises and is easily accessible across any device or language.

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