

## EMPLOYEE ENGAGEMENT EXPLAINED



**Summary:** Ensuring that employees are engaged in the company goes beyond making sure they are happy. They have to want to help make the company succeed.

When one hears the term “employee engagement,” generally the thought is that it involves the happiness or satisfaction of an employee, but this is wrong. Employee engagement is much more than that. It is about the emotional commitment that they have to the company and its goals.

There are three main parts of employee engagement: trust, environmental, and Maslow’s hierarchy. Trust involves following through on promises made at the highest level. Maslow’s hierarchy is about satisfying the baseline needs of workers like compensation and benefits. Environmental factors are the hard-to-define reasons of why someone sticks around even through hard times.

Elements needed for engagement are traditional engagement, enablement, and energy. The traditional engagement is when an employee is willing to perform the optional duties of their job. Enablement is having the tools, resources, and support to do their job and energy is having a work environment that supports physical, emotional and interpersonal well-being.

There are four levels that employees are categorized into. Highly engaged employees will score high on all three elements. Unsupported employees usually are traditionally engaged but may not have energy or enablement. Detached employees may have some energy or enablement but lack traditional engagement. Disengaged employees lack in all three areas.

An engaged employee is working for more than just a paycheck. They care about the company and their work, are proud to work for their organization, and will do what they can to help the company succeed. When employees are engaged, they will provide a higher level of service, which leads to things like higher customer satisfaction, increased sales, higher shareholder returns, and higher levels of profit.

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