

Sample Employee Engagement Plan

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OVERVIEW

A strong, effective and well executed Team Member Engagement Plan fosters an inviting, inclusive, active, healthy and happy place to connect with fellow teammates while helping achieve company objectives.

Team Member Engagement is a concept that helps us understand and describe, both the qualitative and quantitative measurements of how valued and involved Team Members feel in their everyday work lives.

- 70% of today's workforce does not currently feel engaged in their work.+
- Managers are responsible for at least 70% of the differences in Team Member engagement levels.+
- Team Members who are highly engaged are far more productive and have a much lower level of absenteeism.++

+ Gallup Poll

++ SurveyMonkey

DEFINITIONS

Team Leader: A leader of a team. The team appears first in this designation because the **team** always comes first. At this company our General Managers, Managers, Leads, Directors and Supervisor are all Team Leaders, as well as Team Members.

Team Member: All staff are members of our team.

ACTION PLAN

The following pages provide an overview and outline of the **Management Training program for Team Member Engagement.**

MANAGING TOWARDS ENGAGEMENT

1. Team Leaders
 - a. Definition and choice
 - b. 3D Org Chart - We have your back
 - c. Chain of Communication (not chain of command)
 - d. Two way communication
2. Look, Listen, Learn, Lead
 - a. Look
 - i. 360° observations without assumptions
 - ii. Being present in the moment
 - iii. Managing by wandering around
 - b. Listen
 - i. Active listening
 - ii. Not waiting to talk
 - iii. Making sure the Team Member is heard
 - c. Learn
 - i. Study the results of your observations and conversations
 - ii. Determine your goals
 - iii. Create an action plan
 - d. Lead
 - i. Meet with your team to develop the SMARTEST goals
 - ii. Set expectations
 - iii. Motivate your team to exceed expectations
3. Lead by example
 - a. Demonstrate your own engagement
 - b. Demonstrate empathy and kindness
 - c. Create a positive work culture
 - d. Be an empathetic manager who acts as part of your team
 - e. Show consistent engagement
 - f. Motivate your team to achieve high levels of performance
 - g. Create positive work environments where Team Members feel a sense of personal responsibility not only for their own productivity, but for their team's success as a whole.
4. Who you are as a Team Leader matters. We must work to be:
 - a. Responsible
 - b. Confident
 - c. Comfortable
 - d. A Uniter

- e. Motivational
 - f. Empathetic
 - g. Kind
 - h. Knowledgeable
 - i. An Effective Communicator
5. Set clear goals and expectations and then motivate to exceed those expectations
- a. SMARTTEST goals with your Team Members
 - i. When Team Members feel personal involvement in goal setting, they also feel personally responsible to meet those goals (for themselves, for the team and for the company).
 - b. Pay close attention to being the BEST
 - i. Build it together (goals list)
 - ii. Evaluate (set times to review your progress and goals and adapt as needed)
 - iii. Share (the more we share our goals aloud, the more people out there who can help us achieve our goals)
 - iv. Take a bow (celebrate your team's accomplishments - plan this in advance with your team - how will we celebrate)
6. Provide transparency
- a. When Team Members feel that their managers are open, honest, and trusting, there is a 94% increase in Team Member happiness.
 - b. Surveys indicate that transparent leadership was ranked as extremely important by 48% of all Team Members. This makes sense as transparency creates a more open and cooperative team atmosphere *Survey Monkey, 2020*
7. Have visibility
- a. Both management and executives should be visible and accessible to Team Members
 - b. Be seen as available and approachable
 - c. Team Members can get the guidance and assistance they need to complete their work swiftly and effectively
8. Set a high standard and an even higher example
9. Sarcasm, Gossip and Rumors
- a. Leave it at the door - in your role as a Team Leader, there is no room for sarcasm, gossip or rumors about anyone, period.
 - b. If you see it, say something (do not let things slide till next time)
 - c. Silence is approval

PROVIDE THE NECESSARY RESOURCES

1. Make sure each Team Member has all of the tools they need to succeed in their roles (from the first day they arrive)
2. Provide (and have) the necessary infrastructure
 - a. Organizational Chart: understanding of the structure of the company
 - b. Team Member handbook
 - c. Thorough Job Descriptions with expectations and goals associated with each responsibility
 - d. Company processes: tools used to complete projects
3. When training a team member on a new system or process consider the Team Leader Method:
 - a. STEP 1
 - i. Demonstrate each step of the process from A - Z
 - ii. Conduct the steps at about 50% of "normal speed"
 - iii. Provide lots of verbal and visual cues and instructions
 - iv. Team member is silent and observes while they take notes
 - b. STEP 2:
 - i. Demonstrate the entire process again
 - ii. Conduct this at 75% of normal speed
 - iii. Team Leader is silent
 - iv. Team Member may ask questions or verbally share their notes confirming they understand what is happening
 - c. STEP 3:
 - i. Team Member takes the reins
 - ii. Have the Team Members (using their notes) go through the demonstrated steps
 - iii. Team Leader is a silent observer
 - iv. Team Leader takes notes for feedback at the end of the Team Member demonstration
 - v. Team Members may ask clarifying questions
 - vi. At end of demo, team leader recaps and share notes
 - d. STEP 4:
 - i. Team Member demonstrates the process as many times as needed until the Team Member feels comfortable and confident to do it on their own AND the Team Leader shares in that comfort and confidence

TEAM MEMBER ASSESSMENTS

Get to know your staff

1. How do you like your feedback?
2. How do you like to be praised?
3. What motivates you to do your best work?
4. What do you look forward to most?
5. What parts of your job do you like the most?
6. What parts of your job do like the least?
7. Conduct an Engagement Survey using Zoho Surveys
 - a. Analyze where you stand as of today so we can create a road map complete with timelines and measures of success
 - b. Conduct the survey in 90 day increments for the first year as we work to improve our standing
8. Ask for end of shift feedback through Zoho
 - a. Some GMs are currently doing this and it serves as a wonderful tool to determine overall happiness and engagement
 - b. Develop a response plan for all scenarios

SHOW APPRECIATION

1. Team Member appreciation is far too often overlooked
 - a. Acknowledgement by management and among peers is the quickest way to build trust, restore strained Team Member relationships and energize your workplace
 - b. Publicly recognize your Team Member (if they like that).
 - i. Praising them for their achievements and contributions to our company not only motivates those workers to continue doing great work, but it can also inspire others to do their best
 - ii. Thank them for their work (be specific) and show support
 - c. Team Members who believe they have supportive Team Leaders are “67% more engaged and are more likely to stay with the company.”

Survey Monkey, 2020

2. THE BUDGET

- a. Determine an annual allotment for engagement. Do not hold back in fear of this being an expense. If done right, it is a training and will impact retention, pride in work and increased performance.

3. FOOD

- a. Employees love when food is provided at no cost to them.
- b. Set an annual budget and select dates.
- c. Assign sub-committees to different months to increase engagement

4. SWAG

- a. Giving away SWAG (something we all get) is a great way to build unity.
- b. Develop a system in which team members are recognized for their tenure with the company by giving them new items at the following intervals
 - i. 90 Days Company branded t-Shirt
 - ii. 6 months Socks
 - iii. 1 year Jacket
 - iv. 2 years, 3 years... annually from here on out.

5. Weekly “thank you” ideas for the team or individuals
 - a. Thank You cards Hand written
 - b. Muffins: There is Muffin you can't do!
 - c. Tootsie Roll: You're on a ROLL! Keep up the great work!
 - d. Starburst: We are BURST-ING with appreciation
 - e. Coffee shop card: Thanks a LATTE!
 - f. Simply Lemonade: You are SIMPLY the best!
 - g. Hostess Donuts: We DONUT know where we'd be without you!
 - h. Junior Mints: Your performance is MINT
 - i. S'Mores: We need S'MORE team members like you!
 - j. Peppermint Patties: Thank you for your commit-MINT to _____
 - k. Ice Tea: Because you are TEA-riffic!
 - l. Life Savers: Thanks for being a lifesaver this week
 - m. Swedish Fish: You are O'FISHALLY awesome
 - n. Mentos: I MENTO tell you thanks for being awesome
 - o. Gummy Bears: Work without you would be un-BEAR-able
 - p. Popcorn: Just POPPIN by to say thank you
 - q. Orange Gatorade: Orange you glad it's Friday
 - r. Scratch Ticket: Thanks a LOTTO for all you do
 - s. Orange Crush: You are CRUSHING it this week
 - t. Chips: You are all that and a bag of chips
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PRIORITIZE HAPPINESS

1. When coming up with your Team Member engagement ideas, be sure to keep the Team Member's happiness top of mind.
 - a. Happiness makes Team Members more engaged and 12% more productive at work (Survey Monkey, 2020)
 - b. When your workers are happy, they are more effective at working with a team towards shared goals.
2. Encourage happiness in your workers
 - a. Reward them
 - b. Lunch out with their Team Leader
 - c. Basket filled with snacks (see above)
 - d. Small gifts such as movie tickets or iTunes cards
3. Provide time off (leads to less stressed, healthier and happier Team Members)
 - a. Offer vacations, sick days and personal days.

- b. Comp time not only rewards Team Members for extra work, but gives them the time they need to rejuvenate so they come back to work energized and ready to be as productive as possible.
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START ON THEIR FIRST DAY

1. Help motivate your team and provide them with a positive first impression that they will carry with them throughout their career at your company.
 2. Do not overwhelm new Team Members with paperwork and presentations that can wait a day or so.
 3. Capitalize on their interest and enthusiasm by getting them right to work
 4. Introduce them to co-workers
 5. Provide a mentor who can show them the ropes and take them on a tour
 6. Let them pick their nickname, walk in song and have others cheer and celebrate their arrival
 7. Create a welcome committee of team members (those who want to do this)
 - a. Create welcome goodie bags
 - b. Social media links to connect with the team
 8. A more engaged, happier workforce clearly makes for more productive Team Member.
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WHAT'S NEXT

1. Training of Team Leaders on these methods
2. Meeting with Team Leaders to develop a system and plan that works best for their team. No one knows your staff better than their Team Leader.
3. Team Leaders must constantly evaluate how their Team Members feel about their work environment and whether they are engaged in their work.
4. Companies who don't make this effort may have difficulty retaining existing Team Members and attracting the best new workers.