



COLE STONE & ASSOCIATES

7 STEPS TO EMPLOYEE ENGAGEMENT

————— *Engagement Guide* —————



[CSA-HR.com](https://www.CSA-HR.com)

STEP 1



Be True to who you are as an organization

Know what you stand for, who you are and what your values are. Employees look for that when they are applying

STEP 2



Give a realistic job preview during the interview

A job description is just a description. What is it telling the candidate? Explain to the candidate the true daily tasks and introduce them to other employees.

If you advertised the position as remote work, don't expect them to come in for an interview, do it over zoom, teams or google. Please, don't tell them that they have to come in once a week. Be Transparent. If it's hybrid be upfront.

STEP 3



One day of training = One year of onboarding

90 days is not enough, so use the four quarters given to focus on the following to get the employees embedded in the organization.

Plus adding a "Friend at Work" gives them a confidant that can help them. Be Strategic and pair with a good employee with strong leadership skills, Not Negative Ned or Naggy Nancy.

- Career development
- Workplace safety
- DE&I
- Employee Wellness
- Empowerment
- Recognition

STEP 4



Communicate Often and ask for employee input

Tell them when they are doing great and if they are having an off day, meet with them to discuss it.

Remember to use it as an opportunity for development. The worst thing you can do is give them a compliment sandwich.

STEP 5



Never Get Too Busy

Make time for your employees even if it's just having a cup of coffee before the work day fully begins.

Ask them about what's going on in their lives. If you know they have a pet, then ask them about Charlie. It makes employees feel that you care.

STEP 6



Show Commitment

Don't delegate something to your team that you would not do yourself. This is connecting good engagement to measurable results.

For example, Keely has been at the organization for six months now and you overheard her telling a friend about how great it was to work for you and that they are hiring.

The Great Place To Work Institute reports that committed and engaged employees who trust their management perform 20% better than others.

STEP 7



Show up for your people

Be a leader who grows other leaders, don't just manage them.

Engagement is about more than making a workplace enjoyable; it's a strategic approach to building a resilient, efficient, and loyal workforce.

ONLINE RESOURCES



<https://www.greatplacetowork.com/best-workplaces/100-best/2024>

Fortune 100 Best Companies to Work For® 2024

The 100 Best adapted to massive changes in the workplace by prioritizing employee well-being
www.greatplacetowork.com

<https://www.octanner.com/articles/employee-engagement-ideas-for-onboarding-new-employees>

Employee Engagement Ideas for Onboarding New Employees

Get employee engagement ideas for building a company experience that will lead to happy employees and increase retention.

www.octanner.com

<https://www.pwc.com/gx/en/services/workforce.html>

Workforce

At PwC we build tailored people and organisation solutions to help our clients achieve their strategic ambitions - reflecting their uniqueness but also grounded in rigorous analysis and data-driven insight.

www.pwc.com

QUESTIONS



More Questions?

Book a Free Consultation with our HR Professional

Nicole D. Whetstone Sumpter
HR Consultant and Insurance Advisor
Cole Stone & Associates
E: nsumpter@csa-hr.com
P: 734-660-8821
website: csa-hr.com

<https://calendly.com/nsumpter-hrconsulting/30min>

STRATEGIC PARTNERS



We partner with qualified and proficient professionals who provide business development services for existing small businesses and enterprises.

Book a Free session with our Strategic Partner

Angeline Lawrence
Business Development
LBD-Engage
E: LBDengage@gmail.com
P: 313-765-0355

<https://calendly.com/lbdengage/30min>