



Drive Employee Engagement – Save on Turnover

Published on December 29, 2019



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It's no secret that companies with highly engaged employees outperform their competitors. Employee engagement lends itself to loyalty, which is harder to come by in today's job market than ever before. Young people simply aren't looking to spend their working years with one company, and the combination of low unemployment, rising wages, and a shrinking work force create a perfect storm for job hopping to the next best opportunity.

The Bureau of National Affairs states US businesses lose \$11 billion annually as a result of turnover. How can we possibly combat what seems to be a national epidemic? In the fight for a competitive advantage, engaged employees are a key differentiator.

A study by Dale Carnegie & Associates, Inc, revealed three key elements to drive employee engagement.

1. Relationship with immediate supervisor

Simply put, the attitude and actions of a direct supervisor can either cultivate a culture of employee engagement or drive disengagement. The question for upper level management becomes, how do I ensure each supervisor is a caring manager?

Encourage feedback in the moment. Companies often conduct employee surveys and use year-end employee evaluations. This makes it difficult to remember to bring up specific issues and often the opportunity to solve such problems has passed. Use constructive feedback to deliver both praise and criticism. This will build trust and a more robust working relationship between employees and supervisors.

A supervisor who can build strong working relationships with their employees and lead in a person-centered way, has the ability to encourage employees to perform at their greatest potential.

2. Belief in senior leadership

It's easy for employees to become engulfed in their day to day tasks. When this happens, they will often lose sight of the larger picture of the organization, which lends itself to a loss of confidence in and respect for senior management.

Inspire all employees to enter the "executive mindset" by hosting regular meetings with your teams. Openly communicating the state of the organization will create transparency and provide further clarity on the main goals you're driving toward.

Involvement in these meetings will nurture a greater purpose for employees and allow them to relate daily tasks to achieving the big picture goals.

3. Pride in working for the company

Move employees to a higher level of engagement and foster a positive working environment. Employees whose input is received and applied feel they are treated with a greater level of respect and feel the company reflects more of their personal values.

Employees are your company's greatest investment, and they should bring the greatest reward both in terms of great client satisfaction and ROI.

Cultivate enthusiastic employees who feel deeply involved and rooted in the success of your company. Then provide them with high impact benefits as key motivators. Long-term engagement starts with rock solid communication and continues with tangible benefits that make them feel valued.