



Employee Engagement – The Key to Organizational Excellence

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Abstract

Today's organizations prioritise employee engagement as they always look for new ways to keep their workforce motivated. Every day, the management's ability to maintain employee engagement while still carrying out the established policies is put to the test. Many industries have been hit hard by employee turnover as a result of workers moving employment frequently, which results in high attrition rates. So, in these times of economic volatility, maintaining employee engagement and retention has become a challenging issue. Some HR specialists are doing several studies and surveys all over the world to draw conclusions about how to improve employee engagement initiatives.

Keywords: *Employee engagement, Employee engagement strategies, Benefits*

INTRODUCTION

An engaged employee is one who delivers outcomes, doesn't switch jobs frequently, and, more importantly, acts as the company's constant brand ambassador. According to the Hay Group, an engaged employee achieves the following through igniting their excitement for their work and channelling it towards the success of the company. Employees who are passionately committed to the organization's objectives are considered engaged.

An employee who is not engaged is one who appears to be contributing to the organization's common objective but does not do so with enthusiasm and vigour. Employees who are disengaged are individuals that behave out of dissatisfaction with their jobs. Engagement is also found to have three different facets, Intellectual engagement that refers to dedication towards performing better at one's job, affective engagement or feeling positive after performing one's job and lastly social engagement which is involved in discussions with others about enhancing work related improvements.

Employee engagement and job satisfaction are sometimes conflated, although engagement has considerably more to do with a person's connection to the organisation. Employee engagement is defined as the degree to which a person is engaged and passionate about their work. When employees are enthusiastic about their work and satisfied with their careers, employee engagement occurs. Employees who are highly engaged put in more effort because they respect and believe in the company's principles. When employees like going to work each morning, engagement levels in the workplace are high. Employees are more productive and eager to learn more when they have a clear understanding of their tasks and find significance in their work.

OBJECTIVES

The major objective of the study is to explore the concept of Employee engagement.

- i. To understand the concept of employee engagement
- ii. To identify the strategies of employee engagement in the workplace.
- iii. To understand the benefits of employee engagement in an organisation.

I. CONCEPT OF EMPLOYEE ENGAGEMENT

Understanding and describing the nature of the interaction between a business and its employees, both qualitatively and numerically, requires a fundamental understanding of employee engagement. An employee who is "engaged" in their work is one who is enthusiastic and thoroughly immersed in it and who actively works to further the reputation and goals of the company. William Kahn provided the first formal definition of personnel engagement as "the harnessing of organisation members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances." The degree of an employee's mental and emotional commitment to their work, their teams, and their organisation is known as employee engagement.

How employees feel about their company is measured by their level of engagement. The four main kinds of employees are divided based on how they view their workplaces.

Highly engaged workers have very positive perceptions of their workplace. Employees will want to stay and put out extra effort to support the organization's success if they feel a connection to their teams, love their jobs, and have favourable thoughts about it. These "brand ambassadors" extol the virtues of their business to loved ones. They motivate co-workers to give it their all around them.

Employees with a moderate level of engagement have a relatively positive opinion of their company. Despite the fact that they see room for improvement, they like their company. These workers could perform below expectations and are less inclined to request additional duties. They aren't fully engaged because of something about the company or their employment.

Employees that are barely engaged have no attachment to their place of job. They typically lack desire for their job and merely put up the minimal effort necessary to survive, sometimes even less. Employees that are barely engaged may be looking for new employment and pose a significant risk of leaving.

Disengaged workers have a poor impression of their workplace. They are not involved in the organization's mission, objectives, or future. They are not dedicated to fulfilling their duties and obligations. It's crucial to know how to deal with disengaged workers so that their unfavourable impressions don't affect the productivity of workers nearby.

II. EMPLOYEE ENGAGEMENT STRATEGIES

Without initially surveying the team and assessing recent data, companies cannot properly launch an employee engagement strategy, so make plans to monitor the employee engagement. A few considerations should be made while creating an employee engagement strategy.

The long-term success depends on having a detailed and considerate employee engagement strategy that is suited to the staff's particular needs. It has been demonstrated that a highly engaged staff increases productivity, profits, and reduce turnover.

Let's look at some popular and successful employee engagement tactics and how actual businesses implement them.

Perform Employee Summits: An employee engagement survey is one of the best and most efficient ways to gauge engagement. The benefit of surveys is the ability to immediately send it to every employee, giving a more precise picture of how engaged the entire staff is. Also, it can change the questions to produce quick tests that can be used more frequently. Those who assist in monitoring employee engagement as the firm expands and its culture changes. More thorough surveys can be saved for quarterly or yearly evaluations.

Uphold Core Values: The company culture should be built around its core beliefs, which should be made crystal apparent to every employee right away. To be fully engaged, employees must develop a sense of belonging to the organisation, and having a set of guiding principles will aid in this process. One can build a strong, pleasant workplace culture and encourage employees to feel a sense of emotional connection to the company by continuously communicating its key principles to the entire team.

Offer Opportunities for Growth: Giving employees opportunity to enhance their skill set keeps them engaged, and having something to work for keeps them motivated. Additionally, learning and development programmes show the employees that company appreciate them as people and prefer to continue invest in them over replacing them with prospects that possess the talents that are looking for.

Honour Best Performers: Consistently demonstrating genuine appreciation for employees' accomplishments is a little but meaningful gesture that helps them feel valued. Recognize top performers for their successes with a cash incentive, free day off, a gift card to their favourite lunch location or a massage gift voucher - whatever makes sense for the team and matches with the core values. Also, provide staff members a chance to recognise their colleagues; when staff members feel respected and valued by their teammates, they are more likely to engage in their work.

Strive for Transparency: A highly successful employee engagement technique is to include employees as much as feasible. The employees won't be able to give their all to the business if they are unaware of what's going on in the background. However, if they feel purposefully left out of the loop, they could begin to distrust management and lose faith in leadership. Naturally, always have every right to maintain discretion as events develop or as priorities shift, however try to let team members know about decisions that directly affect them as soon as it is possible to.

Allow Honest Comments: This tactic has two components. Then, develop a platform or system that enables staff members to communicate their ideas and pose the appropriate questions. This will most likely be the HR department, but all employees should also have access to the company's top leaders, even if it's just a few days a quarter and only by appointment.

Use the input from the team second. Nothing can aggravate and disconnect the staff more quickly than the perception that they are wasting their time by discussing issues that are actually important to them. Pay attention to what your team members are saying and take their advice.

Upgrade Your Office Space: The atmosphere in the company has a big impact on how engaged the employees are. The lack of cubicles in today's society is likely owing in great part to their isolating qualities. Employee silos make it difficult for them to collaborate and communicate, two crucial elements of a successful company.

Redesign the floor plan to promote greater employee cross-communication. They will develop a sense of camaraderie and belonging through developing close relationships with their peers, which is essential for fostering an engaged workforce.

III. BENEFITS OF EMPLOYEE ENGAGEMENT

The rewards of employee engagement for businesses are enormous. Organizations with high levels of engagement cooperate and reap the following benefits:

Higher Team Performance: Employee engagement benefits the entire team as well as the individual workers. This is due to the fact that motivated employees work harder. And when you have a bunch of engaged individuals working together, the team automatically performs at its best as well. Also, a positive work environment is often contagious. Team members are more likely to feel invested in their own jobs when they are surrounded by motivated, driven colleagues who care about what they do. Team engagement is influenced by individual performance, and team performance is enhanced by individual performance.

Increased Employee Productivity: Employees who are highly engaged work harder and more effectively. As they have a personal stake in the position, they care about how well they do it. They are responsible for their individual contribution and are in line with the team's and the company's goals. This translates to higher team productivity and better financial results for your company.

Accomplished Team Goals: Speaking of achieving goals, employee engagement is crucial to the performance and accomplishments of your team. It's only natural for you to concentrate on the objectives of

your team as a manager. But, this does not imply that you should disregard employee involvement, as it directly and favourably affects your goals. Team members that share the same goals feel more engaged, and inspired employees are more inclined to work towards group goals.

Less Stress at Work: Both engaged and disengaged workers might experience workplace stress. The distinction is in how it is handled and how that stress manifests itself. Certain workplace stress is typically much easier to manage and may even serve as motivation for engaged employees. Engaged workers are more likely to be self-aware and to be able to recognise when their stress levels go beyond a safe limit. Contrarily, when participation wanes, stress can become intolerable and occasionally even harmful to people's health. And this is particularly true when workers don't feel like they belong at work and aren't being supported.

Reduced Risk of Burnout: Employee burnout, which the World Health Organization describes as "occupational phenomenon...resulting from persistent job stress that has not been adequately handled," is one of the most significant problems today's workforce is experiencing. When workers experience burnout, it has major repercussions for employees, the team, and the company as a whole. Burnout is bad news. By keeping your employees interested with their work and monitoring stress levels on team, it helps to dramatically minimise their risk for burnout.

Strong Ambassadorship and Employer Brand: High employee engagement is the foundation of a strong employer brand, which is essential for business success. An engaged employee is more likely to speak favourably of their employer, and in the competitive job market of today, this ambassadorship is worth more than gold. In fact, highly engaged companies frequently receive positive external reviews on job search websites like Glassdoor and through word-of-mouth.

Easier Recruitment: It should come as no surprise that when the employer brand is strong, HR's job is significantly made easier during the hiring process. When considering joining a company, candidates want to be absolutely certain, so they make sure to read internet evaluations or ask around in social networks to find out what it's really like to work there. In fact, by enthusiastically praising the rewarding work experiences, the employees are likely doing a lot of the hard lifting when it comes to luring top talent.

CONCLUSION

Regardless of how high-quality a training programme may be, engaging employees requires a long-term strategy and cannot be achieved in one training session. Organizations can boost employee commitment and engagement through encouraging opportunity thinking and bettering staff decision-making.

Employers must cultivate in their staff a sense of commitment, joy in their work, and a sense of belonging. Employee ideas should be prioritised, and opportunities should be offered for them to be heard. Transparency from senior leadership will also open up the workplace environment.

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