

# The 2022 Guide to Employee Engagement

## FIVE ELEMENTS OF SUCCESS

The best workplace is the one that cares for its employees and then positions employee engagement as the catalyst for improving important business outcomes. Create an employee engagement strategy using these five components that fundamentally improves how you do business.



### The foundation of employee engagement:

#### 1 MEASURE

Survey your employees using credible, comprehensive questions. Measuring the elements of engagement that are most critical to success will give employees a way to communicate their needs.

#### 2 HAVE GROWTH-ORIENTED CONVERSATIONS

Bring your survey findings to life through genuine conversations. The only way to meet employees' needs is through conversations that actively work to address those needs.

## The elements that are imperative to your employee engagement strategy this year:

### 3 PROVIDE CLEAR, ONGOING COMMUNICATION

Managers must implement leadership decisions while motivating their team to get work done.

Currently, concerns about employees' mental and physical health, ongoing changes to where people work, and record-high quit rates are further complicating the manager's role. Managers can only keep employees informed and engaged if organizational priorities are clear and well-communicated as changes occur.

Confusing messaging from leaders only makes managers' lives more stressful. In times of disruption, the most basic needs are at risk — clear expectations, the right resources and opportunities to do what each person does best.

**In what areas of your business can you provide clearer communication? How will you do so?**

### 4 FOCUS ON WELLBEING

Employees, managers and supervisors all need to feel they are continuously developing in their work and overall lives.

As work and life are now more blended than ever, it is critical that organizations address and manage employee engagement along with the five elements of wellbeing — career, social, financial, physical and community — to reduce the odds of burnout, stress, worry, anxiety and depression.

Even *engaged* employees who are not thriving in these five elements have a higher risk of burnout. Organizations can improve the overall lives of their managers and employees with the right coaching conversations about individual strengths, work and wellbeing.

**Brainstorm ways your managers can have meaningful coaching conversations with employees about the five elements of wellbeing.**


## 5 HAVE STRENGTHS-BASED CONVERSATIONS

You can help make managers' jobs easier by teaching them to have higher-quality conversations — ones that occur frequently and that focus on employees' strengths.

Every employee has different strengths and different work and life situations. Managers know each employee well, which makes them the best person to adjust their employees' workflows, motivate high performance and direct them to the right wellbeing resources to meet their individual needs.

To do this, think about the members of your team. What are the things that they do best every day? Where do you see them succeeding, repeatedly? And finally, how can you ensure they do more of that? These questions help generate strengths-based conversations. Don't be afraid to ask employees these types of questions.

**Consider ways that your managers can incorporate or apply strengths in the workplace (coaching conversations, meetings, process changes, etc.).**



Increasing employee engagement in your organization this year starts with these five elements. Create an employee engagement strategy that succeeds — and then watch your employees (and your business) thrive in 2022.