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STUDIES**

**NATIONAL CONFERENCE ON “EMPLOYEE
ENGAGEMENT IN THE PRESENT GLOBALISED
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TITLE: BUILDING A CULTURE OF ENGAGEMENT

BY

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Abstract

- In the current integrated corporate world workforce is the visible face of the organization.
- It plays a major role in achieving the strategic and cultural goals and steer the company in the right direction to achieve the vision of the organization.
- Through positive attitudes and actions organizations can build a culture of engagement.
- There is a direct correlation between corporate responsibility and employee engagement.
- The management reinforces its commitment by ensuring a safe working environment where employees feel they are safe and their wellbeing is supported, which leads to augmentation of engagement of the employees towards their work and organization.

- The strong culture of an organization unifies and educates people and it may have an enduring and lifetime impact on its employees.
- Developing a culture that supports employee engagement can have a positive effect on the employees, customer and ultimately the bottom line.
- When the employees are engaged, it is possible to make the organization a better place to work and do business deliver extraordinary services to customers and one another, maximize the margins and streamline the processes, grow, learn and inspire others, create a positive culture where everyone understands how their role contributes to the bigger picture.

Introduction

- ❑ Employee engagement is a process of involving or committing oneself into the work enthusiastically, which will increase the energy and excitement in an individual to work more than is required.
- ❑ We should have the working environment where people feel valued for their daily contributions.
- ❑ To drive engagement employees need to receive thanks and praise every successful task which will help the organizations to achieve the boost in productivity and profitability.
- ❑ The strong culture of an organization unifies and educates people and it may have an enduring and lifetime impact on its employees.

Purpose of the study

The purpose of this study is to obtain the vitality and worthiness of the employee engagement towards the achievement of organizational vision.

Objectives:

- To understand the concept engagement
- To highlight the role of employees and organizations in augmenting engagement.
- To understand the consequences of disengagement.

Research Methodology

- Research Type – Conceptual Research

Data Collection Method

- The data collection is through primary sources such as observation, discussions with peer group, personal experiences and secondary sources of key references.

Meaning

Employee engagement is a workplace approach resulting in the right conditions for all members of an organization to give of their best each day, committed to their organization's goals and values, motivated to contribute to organizational success, with an enhanced sense of their own well-being.

Definition

Kevin Kruse , “Employee engagement is the emotional commitment the employee has to the organization and its goals”.

Salient features of employee engagement

- Commitment
- Productivity
- Higher quality service
- Increased sales
- Higher levels of profit
- Credible Leadership to Take up Challenges
- Better Performance & Problem Solving Attitude

Drivers of engagement

- Employee perceptions of job importance
- Employee clarity of job expectations
- Career advancement / improvement opportunities
- Quality of working relationships With peers, superiors, and subordinates
- Perceptions of the ethos and values of the organization
- Work Environment/Organization Culture
- Regular feedback, Rewards and Recognition
- Learning and Training Opportunities
- Leadership

Elements of Employee Engagement

A commonly agreed definition of **Engagement** would be Physical and emotional involvement of the employee while at work.

Four things are important when we talk about employee engagement and their level determines the quality of engagement.

1. Commitment

2. Motivation

3. Loyalty

4. Trust

Process of Employee Engagement

As it is an established fact that there is a clear link between organizational performance and employee engagement, every organization seeking sustenance and growth in the ever changing world of work quickly respond to the needs of employees along with designing and implementing a customized process to increase the levels of employee engagement.



Dimensions of Employee Engagement

There are different dimensions of employee engagement that make productive organizations stand apart from the rest and determine their destiny.

Dimensions of Employee Engagement

What Do I
Get

What Do I
Give

Do I Belong
to the
Organisation

How Can I
Grow

Key Players in Enhancing Employee Engagement

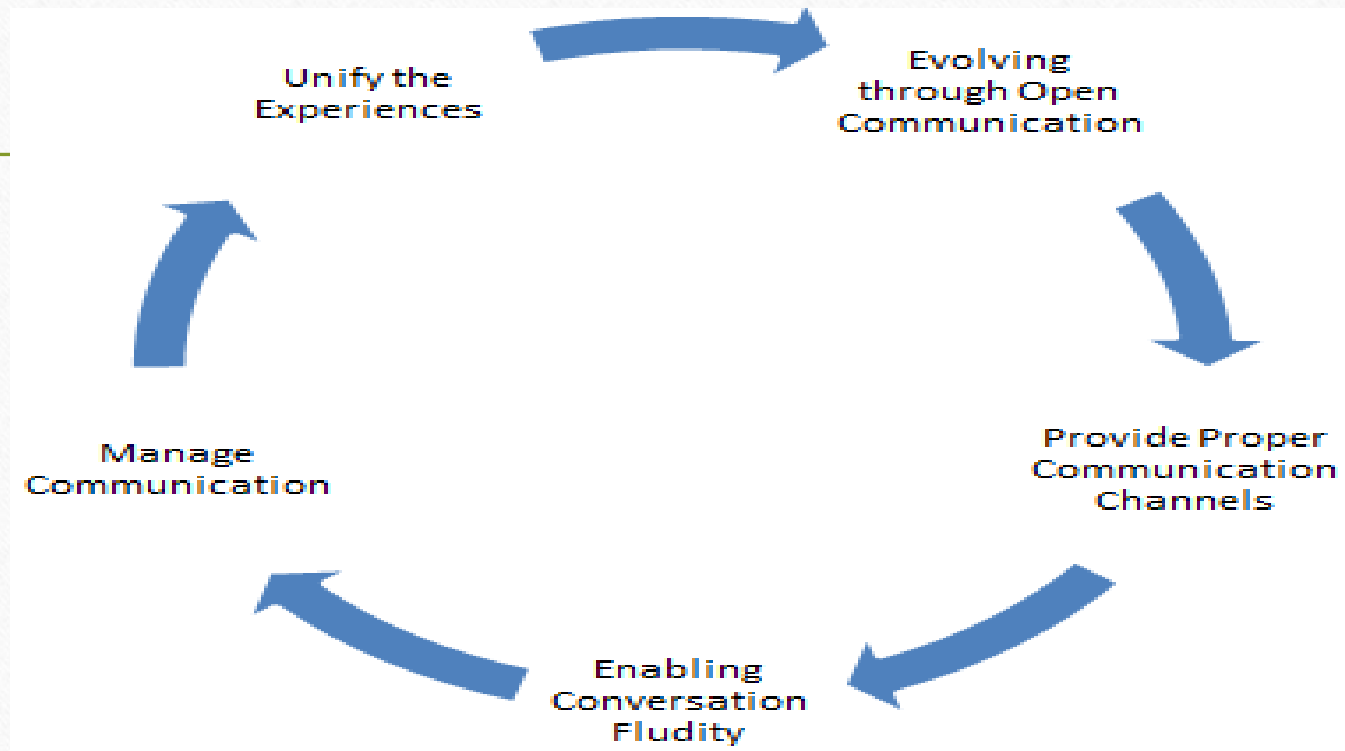
3. They review the entire report, the Process and they support the process by deciding the priorities and making investments.

2. They identify the most common factors that decrease the engagement levels of employees and they study all the cases thoroughly to identify the loopholes in the system and bring it to the notice of top management.

1. As they spend more time with them, they can easily determine their actions and find out what will keep them motivated.



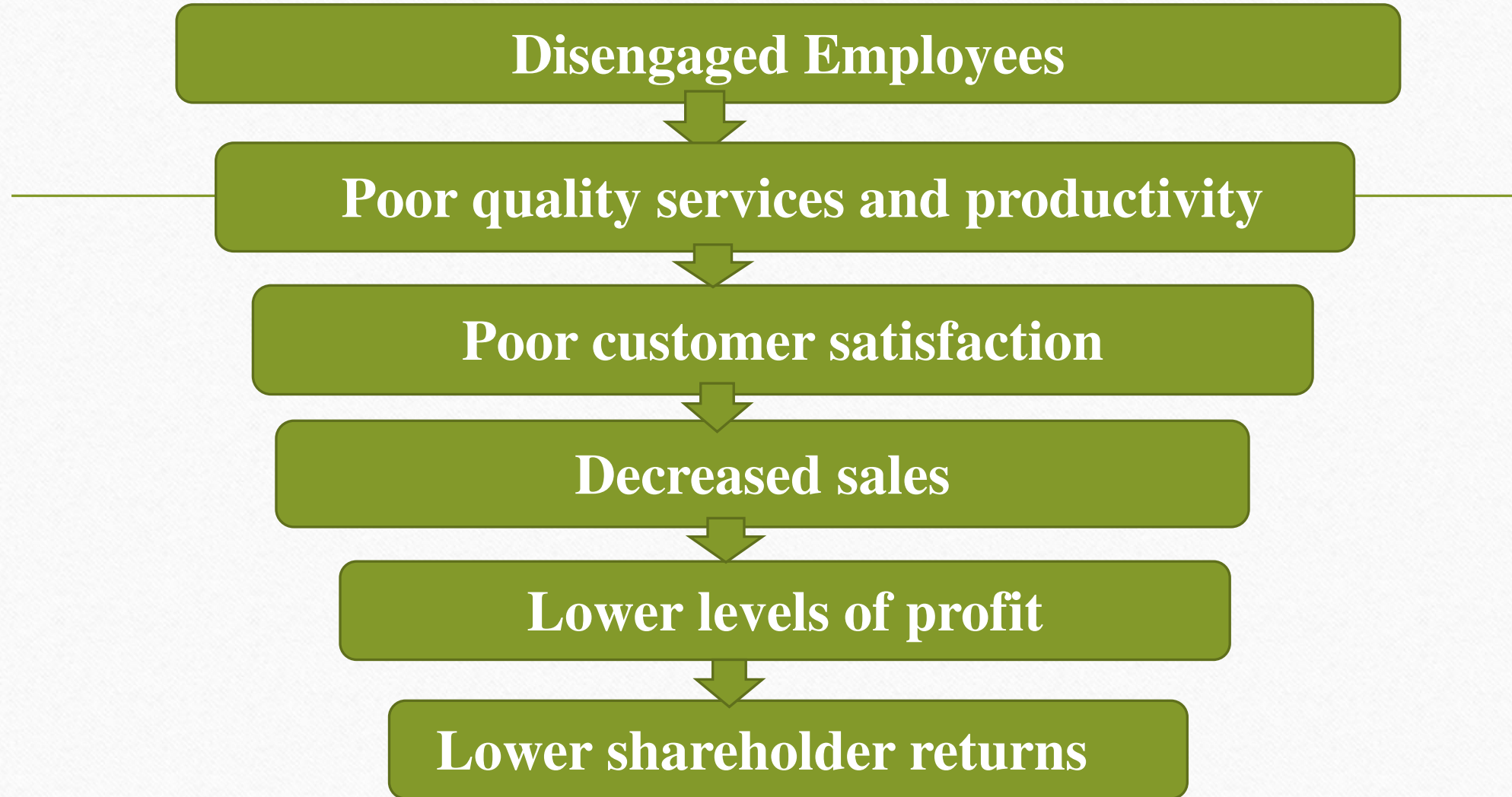
Employee Engagement Strategies



- ✓ Unify the common experiences and problems and design employee engagement strategies accordingly.

- ✓ Open or face to face communication in the form of discussions can help in bringing various issues and identifying the problems in the organization.
- ✓ ~~Discovering the best channel of communication and establishing a proper route to share feedbacks and views plays a vital role.~~
- ✓ Whichever way of communication you choose, ensure that it has required fluidity. There should not be any hindrance in the established method of communication.
- ✓ Managing communication is the last but the most important step in the entire process. Managers should keep a check on the entire process in order to ensure that it is not adversely affecting the health of the organization.

Consequences of disengaged employees



Conclusion

- In a nutshell, teamwork is the ability to work together towards a common vision. Effective people management does not come from a one time performance review. It is an ongoing process; organization key personnel need to be confident and loyal towards the organization.
- Trend show companies taking a more but holistic approach to employee rewards. The focus is moving away from quantitative rewards and towards qualitative, non-monitory rewards to create a positive work culture.
- This includes effective leadership, clear communication, life balance and strong cultures of appreciation and engagement. These are the intangible things which one can experience when he/she is working in a best place to work.
- When these are absent, they result in disengaged employees, low morale and higher employee turnover.



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