

# Employee Engagement :- Activities Enhancing Employee Engagement

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In dynamic business scenario, organization need to understand that human resource is the most valuable resource, it is important to retain them, keeping them motivated and committed. Employee engagement is a approach which states right conditions for the members of organization so that they can give their best each day at the workplace. Engaged employees are committed and motivated they give their discretionary efforts in achieving organizational goals and its success, with an enhance sense of their well being.

This paper depicts the importance of Employee Engagement & shows what activities can be carried to enhance engagement among the employees toward their job. Employee Engagement is an important tool to be adopted by organizations to develop efficacy among their employees. It has now become the need of an hour. Although organizations are surrounded by latest technologies still competitive advantage can only be gained if employees have passion towards their jobs and that can be attained by their true engagement with the job.

Kahn defines employee engagement as "The harnessing of organization members selves to their work roles in engagement, people employ and express themselves physically cognitively and emotionally during role performances". Employee engagement define to what level employees have passion for their jobs, how much they are involved with their job and are they committed to their job. It is a route to business success so an engaged work place encourages commitment, energy and productivity from all those involved to help to improve business performance.

People feel much more contended and pleasure if their job or work matches with their interest and skills, they enjoy their task more at that time and if they feel so that they are making meaningful contribution to their job, organization and society as a whole at that time they are really engaged. Engaged employee will always believe in what he\she is doing and wait for the opportunity to grab it for making the organization successful.

People want to be recognized for their work and that they should be rewarded for their contributions. Rewards and recognition come in many forms, including competitive compensation packages, a healthy work/life balance, and V.I.P. sales trips. But perhaps more important is the heightened sense of worth employees feel when their leaders take just a few minutes to let them know that they are doing a great job and that their contributions are valued and appreciated and at that point of time employee feel that he is valued in the organization and is worth to it.

When by engagement employee discover self belief in him his work becomes his interest instead his duty. By getting fully engaged into the job employees' start giving their discretionary effort to their work.

Job enjoyment, belief in what one is doing, and feeling valued all contribute to observable behavior

You can observe levels of excitement and energy; you can witness people going the extra length to solve customer issues, and you can see an ethic of quality and continuous improvement.

Engagement is now a key ingredient in the overall strategy of the organization, so that employees could develop competitive advantage among themselves, through employees only the tangible and intangible assets drive.

Employee engagement is an important tool for bringing productive results. Trainers and employers help their employees to keep them engaged with few practices in the organization.

Few activities which can be practiced on employees by their employer or trainers can be:-

### **1. Set clear goals in front of employees**

To keep employees engaged it is necessary to make them clear that what organization expects from them so that they can easily complement their authority and responsibility and if they have a clear picture in their mind of what they have to do then they will certainly take keen interest in it and will use their creativity in accomplishing their task this will certainly develop among them the engagement towards their job.

### **2. Employee Recognition**

Employee work for the organization not only for money but also for self esteem. Employees want that they and their work should be acknowledged, they feel motivated if patted on the back by their seniors for doing something good. Employees want that they and their work should be respected, their new ideas should be welcomed, and their creativity should not be restricted, their recognition in the organization keep them motivated and engaged in the organization.

### **3. Development of employees**

Employees learn more when they are on their job, it is necessary to have some training sessions and activities for their grooming and overall development. Employees should be given proper training and coaching about their job, a proper mentoring should be done on them so that they do not deviate from their goal. A learning culture should be developed around them that encourage their growth towards fulfillment of goals.

#### 4. **Reward Programs**

With the recognition in the organization employees also want that they should be fairly paid for their work. Employees want that they should be appreciated for what they have done and that is human. Employer should find different ways of applauding them and making their employees happy. Employer can give a handsome bonus, additional perks, pay for extra time, special assignments or small gifts as rewards to their employees these activities strengthen the sense of engagement in the minds of employees.

#### 5. **Trust employees**

It is important that managers trust their employees, if they want that their employees to be innovative and creative then they should have faith in them. They should be communicated proper authority so that they can accomplish the task with full responsibility.

#### 6. **Provide Opportunities for Growth**

Employees expect that they should have opportunities in their job, otherwise they will stuck in same monotonous dead end job and become disengaged. Proper opportunities should be given to employees for their grooming and development, that they should be given a proper working environment and work assignments of worth which brings learning to them and overall development

#### 7. **Concern for Employees' Health and Wellbeing**

Employees feel involved and valued if their employers are concerned about their health and well being. Employer should create a healthy and hygienic working environment for the employees, in case of uncertainty or accidents employer should give monetary support to employees and create special reserves for such cases.

#### 8. **Organizational Integrity**

A strong corporate culture assists in attracting and retaining the talented people in the organization. Organization integrity creates an environment that enables the employees to know their potential. A proper interactive environment should be there it enhances organizational integrity.

## CONCLUSION

These key drivers play an important role in enhancing employees level of engagement towards their job. Employees can give discretionary efforts only if their employers are concern for them, if they help them in knowing their potential. Engaged employee is a productive resource of the organization, he wants his job much more adventurous and creative, this kind of mindset of an engaged employee may be prosperous for the organization.

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