

Employee Engagement Drives Customer Engagement & Business Success

Employee Engagement Matters – How Highly Engaged are Your Employees?

Engagement Drives Success

Highly engaged employees are top performers, they stay with the company, serve as advocates of the company, its products and services, and overall contribute positively to the bottom line business success.

Great customer experiences are the product of engaged employees motivated to deliver great customer experiences!



What is Employee Engagement?

Employee Engagement is the outcome of an enhanced motivational state to perform evidenced by the strength of the relationship between the employee and his or her job and their connection to and with the organization. High engagement is evidenced by strong job involvement and exemplary performance.

Engagement outcome is *more than simply job satisfaction*. It encompasses company commitment, career development, and meaningful work relationships with the manager, team and customer.



What Is the Best Way To Measure Engagement?

Burke advocates the use of a comprehensive index to assess current levels of engagement and its components.

- Burke's **Employee Engagement Index (EEI)** incorporates the six engagement components shown on the left.
- By utilizing a *holistic* model of engagement, an organization can better understand and address its complexities.
- When an individual connects on all six components, they are likely to have *sustainable engagement and dedication to the organization*.
- By incorporating the EEI as part of a regular employee metric, trends can be proactively monitored over time.
- Burke works with each client to ensure *customized* engagement drivers best fit each unique organization's environment and objectives.

For more information:
employeeersearch.burke.com
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Building and Enhancing Employee Engagement and Retention

Your Business Results Could Be Stronger if Your Employees Were More Engaged

How can an Organization impact Engagement? 10 Common Drivers of Engagement

The key to engaging employees first understand current levels, then understand and prioritize target areas for improvement. Only when the key drivers of engagement are identified and understood within an your organization can they be enhanced and improved in a positive manner.

Employee segmentation can also identify drivers specific to a given group or segment of employees such as Millennials or women in leadership.

- Culture of trust
- Strong job fit with effective use of skills
- Employee involvement in decisions about their jobs
- Employees being valued for their contributions
- Frequent and ongoing communications on important matters
- A diverse and inclusive culture
- Strong teamwork and collaboration
- Feedback given to improve performance
- Development opportunities
- Positive customer relationships

Best Practices for Employee Measurement Programs

- Ensure understanding and buy-in from the top that 'engagement' is the *precursor to top performance.* Without strong engagement, optimal performance and desired results cannot be achieved.
- Use of *customized and meaningful solutions that speak to leadership, employees and the entire organization.* A 'one-size-fits-all' approach is typically insufficient.
- Measures that provide *assessment, diagnostic, and prescriptive information* – in terms of what's most influencing culture and engagement and identifies how desired outcomes can be improved/strengthened.
- Include relevant *validation work* as possible. Reinforce the importance of engagement by showing its connections to performance, retention, customer engagement and financial performance.
- Provide a structured *Action Planning* process in follow up to measurement to ensure information is used and improvements implemented. Expectations and accountability for action should be set in upfront planning.

Why Burke?

Our approach:

- Is based on based on years of extensive research and proven links to **Business Success**
- Focuses on the **relevancy of Engagement and its drivers** important to employees, managers and customers.
- Includes a **Gap Analysis** that identifies supports and obstacles within your organization.

By understanding and enhancing the drivers of engagement, an organization is able to improve and enhance enterprise engagement leading to improved business performance.

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