

10 Engagement Strategies to Improve Your Workplace

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Resource



About Chris Heinz

Director of People & Associate Experience

Personal

Moved to Charlottesville from PA in July 2022

Married with three children, golden retriever and mini dachshund

Favorite show is *Survivor*

Professional

Worked for EnergyCAP for 20 years


Earned *Inc.*'s "Best Workplace" and "Fastest Growing Private Company" (5x)

Helped over 250 teams as a certified professional coach



Agenda

- 1. What is Employee Engagement?**
- 2. What are 10 ways to engage?**
- 3. What can we learn and take away?**

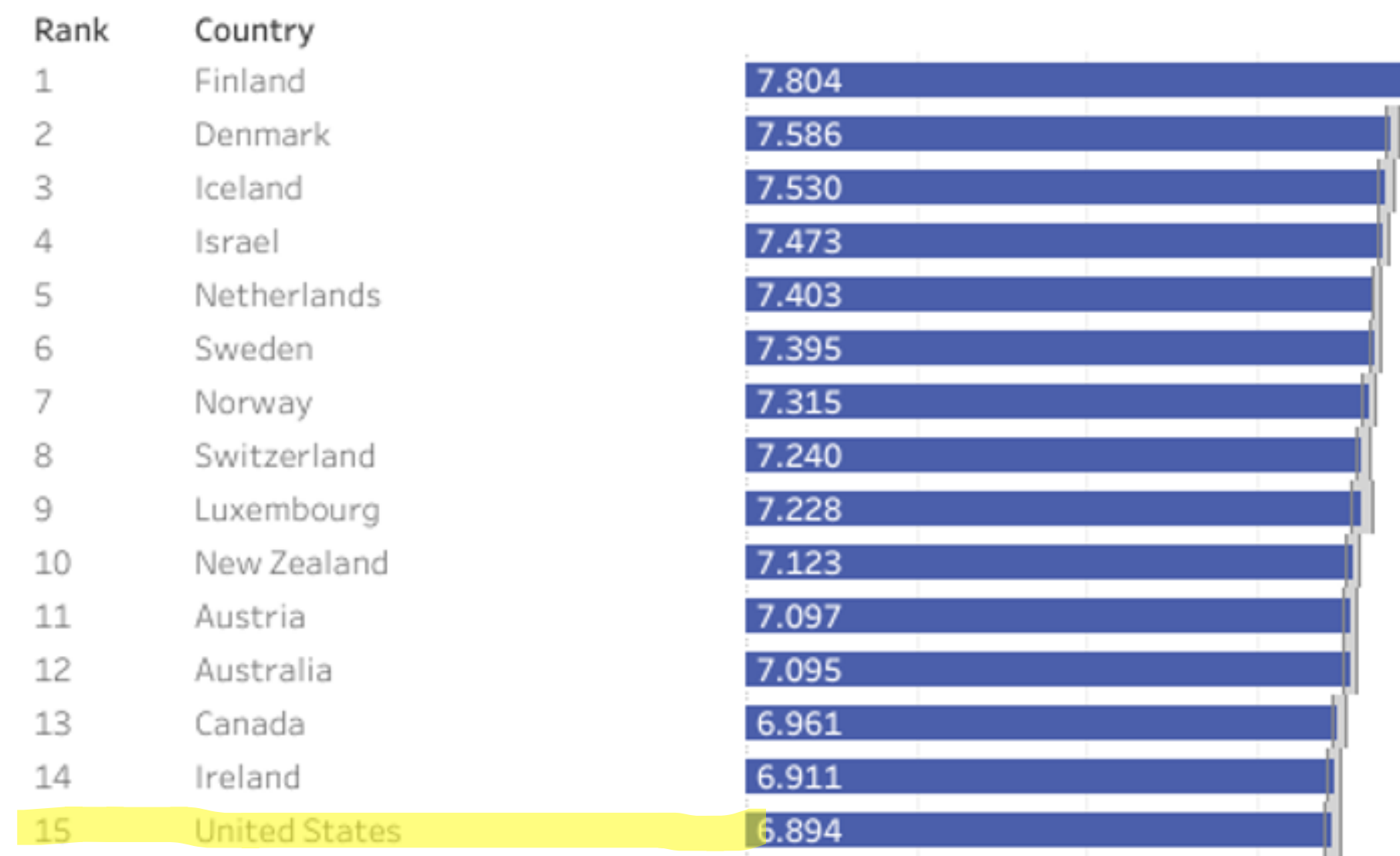


What is Employee Engagement?

What Employee Engagement is not:

- Rewards and Punishments
- Compensation and Benefits
- Happiness

World Happiness Report, 2020-2022



Gallup Workplace Engagement Trends, 2020-2022

| Rank | Country | Score |
|------|---------------|-------|
| 1 | Mali | 46.62 |
| 2 | Senegal | 40.54 |
| 3 | Mongolia | 38.29 |
| 4 | El Salvador | 37.41 |
| 5 | Romania | 34.63 |
| 6 | Bangladesh | 34.43 |
| 7 | Panama | 34.26 |
| 8 | United States | 34.10 |
| 9 | Uzbekistan | 34.03 |
| 10 | Honduras | 33.55 |
| 11 | India | 33.17 |
| 12 | Armenia | 31.87 |
| 13 | Costa Rica | 31.66 |
| 14 | Georgia | 31.63 |
| 15 | Nicaragua | 31.09 |

What is Employee Engagement?

The ability of being committed, dedicated, and emotionally connected to your work and workplace so that you give your best discretionary effort

- Engaged employees
- Disengaged employees
- Actively disengaged employees

What are Types of Workers?

Engaged

feel dedicated, committed to, and emotionally connected to work and workplace and willing to give best, discretionary effort

Disengaged

May be productive and physically present but not psychologically connected enough to give best effort

Actively Disengaged

Unhappy and insist on sharing misery with others

When did you feel **engaged** at a job and
when did you feel **disengaged** at a job and
what was that like?

What Are the Benefits of EE?

Difference between engaged vs. actively disengaged work units:

- 41% lower absenteeism
- 24% less turnover in h-t orgs.
- 59% less turnover in l-t orgs.
- 70% fewer safety incidents
- 10% higher customer ratings
- 17% higher productivity
- 20% higher sales
- 21% higher profitability

Annual Employee Engagement in the U.S., World and Best-Practice Organizations

% Engaged



Gallup does not have global engagement data for 2010, 2011 or 2017. Percentages for those years are included in the chart to connect other data points. Percentages for best-practice organizations are average percentages of engaged employees across annual Gallup Exceptional Workplace Award winners; percentages reflect the year that Gallup collected the winners' engagement data — not the year that Gallup named the award winners.

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What Are the Financial Costs?

Active Disengagement:

According to Gallup, the cost of an actively disengaged employee is \$3,400 for every \$10,000 of salary. At an average salary of \$50,000, AD costs \$17,000 per year per employee. The national AD rate is 16%. An organization of 200 employees has about 32 of those employees. For all AD employees, that costs \$544,000 per year.

Source: LinkedIn, "How to Calculate the Cost of Disengagement"; not including turnover cost, which can be 25-200% of employee salary



Adopting an engagement identity and practices will improve the experience of employees, leaders, and customers; reduce wasted costs; and drive better results.

What are 10 ways to engage?

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1. Identify employee strengths...so they know what they're good at.



2. Offer growth opportunities...so they see their own progress.



3. Recognize employees for good work...so they feel appreciated.



4. Share customer success stories...so they see the impact of their work.



5. Connect employee strengths to daily work...so they feel equipped.



6. Establish clear expectations...so they know what's expected of them.



7. Highlight the organization's purpose...so they connect to something greater.



8. Seek to meet the core needs of followers ...so they follow.



9. Take a coaching approach... so they feel supported.



10. Understand the strengths mix of the team...so they work better together.



Adopting an engagement identity and practices will improve the experience of employees, leaders, and customers; reduce wasted costs; and drive better results.



What can we learn and take away?

1. What engagement insights are on your mind?
2. What could your organization do with money saved from disengagement?
3. What are you already doing for engagement?
4. What ideas would you like to try from today?
5. What actions steps will you take as a result?

**Please take a few moments to give us
feedback on today's event:**



1-16-24 feedback

ABOUT THE OED

The Office of Economic Development is the catalyst for public and private initiatives that create employment opportunities and a vibrant and sustainable economy. OED seeks to support all entrepreneurs and businesses, regardless of stage, size, or sector.

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