



50 Employee Engagement Ideas & Tips

eBook

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A Leader's Guide to Employee Engagement

In today's competitive work environment, the one thing that makes you stand out as a company is your people. And when Dale Carnegie Training conducted a study of 1,500 employees, they discovered that employees who are engaged significantly outperform those who are not.

But how do you effectively engage your employees? Get creative! Your employees want to feel valued, included and empowered. They are waiting for you, senior management, to show that you respect them, that their opinions matter, and that you welcome and appreciate their significant contributions to the company. If you're stuck for ideas to engage them, we've thought of plenty. And we're certain that you can think of more. Try one today.

Your people are counting on you!

1. Be a better boss.

Immediate manager relationship is critical to engagement: Dale Carnegie Training Research Study found that "49 percent of employees who are satisfied with their direct manager were engaged."

2. Be a leader they can believe in.

Belief in senior leadership is critical to engagement: Dale Carnegie Training Research Study found that "61 percent of employees who have confidence in their leadership's abilities and think that senior leaders are moving the organization in the right direction are fully engaged."

3. Empower your employees!

Dale Carnegie Training Research Study found that "61 percent of employees who say they are satisfied with the amount of input they have in decisions affecting their work are engaged."

4. Learn from past engagement experts.

Charles Schwab on Employee Engagement: "I consider my ability to arouse enthusiasm among my people [...] the greatest asset I possess."

5. Adhere to Dale Carnegie human relations principles.

Before you speak, pause and ask yourself: "How can I make this person want to do what I need him to do?"

6. Be a caring manager.

Dale Carnegie Training Research Study found that “the relationship with the immediate supervisor has a major impact on their employees’ performance. Employees want to feel that their immediate supervisors care about their lives outside of work and understand how that can affect job performance. The extra care can lead to heightened productivity, satisfied customers and increased sales.”

7. Build strong and sincere relationships!

Dale Carnegie Training Research Study advises: “Take an interest in your employees, learn what is important to them and determine how that affects their work performance.”

8. Show interest in your employees!

Dale Carnegie Training Research Study shows: “Employees are more engaged if they feel their managers care about their lives outside of work and understand how that can affect job performance.”

9. Foster communication between coworkers.

Dale Carnegie Training Research Study found that “creating a positive working environment and showing employees they are valued team members fosters employee engagement.”

10. Communicate organization’s state and goals.

Dale Carnegie Training Research Study found that “when you show employees they are respected by the organization and that their personal values and goals are reflected by the company’s vision, they become more engaged.”

11. Build pride in the organization.

Dale Carnegie Training Research Study shows that “engaged employees will recommend their company as a great working place and would encourage others to do business with their company.”

12. Pay attention to customer service employees’ and sales personnel’s engagement level.

Dale Carnegie Training Research Study found that “client-facing employees tend to have lower levels of engagement.”

13. Put more effort into engaging middle aged employees who are with the company longer than five years.

Research revealed that employees aged 40 to 49 often become less engaged as they face external family pressures. Dale Carnegie Training Research Study shows that “supervisors who get to know their employees on a personal level and care about their private lives can counteract this middle-age disengagement.”

14. Put more effort into engaging all people who are with the company longer than five years.

Dale Carnegie Training Research Study shows that “engagement levels appear to increase during the first five years of employment, then tend to decline slightly and stagnate.” There is also a need for the supervisors to maintain training as it improves the level of engagement plateaus after three to five years of employment.

15. Build a positive workplace environment.

“Positive emotions and friendlier communication between team members create engagement.”

- Dale Carnegie Training Research Study

16. Build pride in the company.

Dale Carnegie Training Research Study shows that: “pride in the company and a positive workplace environment energize people; they look forward to going to work and are willing to put in extra effort to make their organization a success.”

17. Recognize every contribution of the team members.

“Praise the slightest improvement and praise every improvement.”

-Dale Carnegie

18. Adhere to Dale Carnegie leadership principles.

“Give honest and sincere appreciation.”

-Dale Carnegie



19. Lead by example.

Successful managers lead by example, which generates enthusiasm and inspires employees to work harder. Dale Carnegie Training Research Study shows “a remarkable 62 percent of engaged employees say their manager sets a good example, compared to only 25 percent among those not fully engaged.”

20. Provide the needed resources to your employees.

“To better engage your employees, communicate openly, provide needed resources, lead by example, and always give feedback on time.”

21. Show respect in employees’ work life balance.

Dale Carnegie Training Research Study found that “when employees feel that their managers support their health and well-being, they feel more engaged at work. They are ready to go the extra mile for the company when they know their personal health is valued.”

22. Build trust as a manager.

“Employees who trust and feel respected by their supervisors will feel confident to speak freely without fear of repercussions.” – Dale Carnegie Training Research Study

23. Get to know your employees on a personal level.

Dale Carnegie Training Study found that “66 percent of employees believe that their managers do not care about their personal lives.”

24. Treat employees as “valuable people” with skills rather than people with “valuable skills”.

Dale Carnegie Training Research Study shows that “the manager’s ability to build strong relationships with employees, build strong team interaction, and lead in a ‘person-centered way creates an engaging environment in which employees can perform at the highest possible level.”

25. Constantly motivate and inspire lower paid workers.

Dale Carnegie Training Research Study found that “45 percent of managers and supervisors are engaged; only 23 percent of all other level workers are engaged. More engaged workers tend to be employed in a large corporation, be a member of senior management, have a college education, and earn more than \$50,000 annually.”

26. Foster emotional attachment to the job, and you will build loyal employees, ready to go the extra mile for the company

According to Scarlett Surveys, “Employee engagement is a measurable degree of an employee’s positive or negative emotional attachment to their job, manager, colleagues, and the organization that profoundly influences their willingness to learn and perform at work.”

27. Produce more positive emotions at the workplace.

Dale Carnegie Training Research Study found that “positive emotions cause a stronger sense of satisfaction in an employee. They increase a person’s energy and performance, and make him or her more likely to help others (coworkers) complete tasks.”

28. “When dealing with people, remember you are not dealing with creatures of logic but creatures of emotion.”

—Dale Carnegie

29. Create a sense of ownership.

The Dale Carnegie Training Research Study found that “employees who connect emotionally with an organization feel a sense of ownership and are more likely to stay with the company, enabling them to deliver superior work in less time and reducing turnover cost.”

30. Create a sense of value. Help an employee feel valuable to the team and to the company.

Dale Carnegie Training Research Study shows that “60 percent that feel they have an impact on the direction of the company are engaged.”

31. Build confidence in your employees; praise the slightest improvement.

“Give people a fine reputation to live up to.”

—Dale Carnegie

32. Enthusiasm is the key; create enthusiasm for the job.

“When employees feel enthusiastic about their jobs, they try harder, go the extra mile, and even begin to think outside the box to perform a job or task.”

—Dale Carnegie Training Research Study

33. Empower your employees.

DCT shows that “65 percent of employees who say they are satisfied with the amount of input they have in decisions affecting their work are engaged.”

34. Inspire your employees; foster excitement about being at work.

Dale Carnegie Training Research Study shows that “showing employees how their efforts contribute to the team and the organization’s success make them more engaged.”

35. Create a sense of purpose.

Dale Carnegie Training Research Study found that “workers need to feel that what they do is meaningful and that they work for a successful company.”

36. Give the employees feedback so they understand what they are doing right.

Dale Carnegie Training Research Study shows that “employee engagement should start from the hiring process. Engage new employees who need to develop the right skills to work efficiently. Communicate their roles and responsibilities clearly.”

37. Give employees feedback so they understand what they are doing right.

Employees, especially millennials, want to build new skills and improve constantly as professionals. Most of the time, non-financial stimuli are of far greater importance for engaging employees.

38. Encourage employees to improve.

Dale Carnegie Training Research Study shows that “53 percent of fully engaged employees say they learned a lot from their supervisors.”

39. Listen to the employees’ opinions.

Dale Carnegie Training Research Study shows that “when an organization encourages open and honest communication, employees feel more engaged. They welcome the opportunity to share concerns and work together to find solutions.”

40. Provide coaching and training.

Provide employees with coaching and the opportunity to develop new skills and grow. “Investing in internal or external training programs is another way to increase engagement.”

41. Align employees values to the company’s values.

Dale Carnegie Training Research Study found that “employees need to feel that they belong to a community that shares their values. When employees see the organizational behavior align with their values, they are engaged.”

“The royal road to a person’s heart is to talk to him about the things he treasures most.”

–Dale Carnegie

42. Identify the talents of all your team members.

Determine how team members can complement one another by completing different tasks; this creates team spirit and fosters better teamwork.

43. Provide employees with the opportunity to develop new skills and grow.

Dale Carnegie Training Research Study shows that “the opportunity to grow and develop new skills and try new things drives engagement.”

44. Create a corporate culture that encourages engagement.

Through positive attitudes and actions, senior leadership can build a culture of engagement that involves and inspires all employees. Dale Carnegie Training Research Study shows that “60 percent of employees who have confidence in the abilities of senior leaders and think that senior leaders are moving the organization in the right direction are fully engaged, compared with less than a third who disagree with the statement.”

45. Create an engagement plan and strategy.

Dale Carnegie Training Research Study shows that “although 90 percent of organizations say engagement impacts business success, 75 percent do not have an engagement plan or strategy. This can be critical for any organization, because engaged employees drive business.”

46. Measure employee engagement.

Management of effective people is an ongoing process. Senior leaders need to invest time and resources to measure engagement. Questionnaires and face-to-face interviews are recommended. Employees need to be confident that they can express themselves and feel sure that when they offer their opinions, they are safe from repercussions.

47. Reward and praise engaging team members.

Reward employees and managers who increase productivity and who build enthusiasm. Benefits and incentives can be customized to appeal to different segments of the workforce. Recognition and praise, in addition to physical incentives, promote engagement.

48. Promote a spirit of teamwork and cooperation.

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.” —Andrew Carnegie

49. Foster long-term engagement.

Dale Carnegie training research study found that “long-term engagement starts with good communication between employer and employees, as well as among coworkers, fostering a positive work environment.”

50. “You must capture the heart of the supremely able man before his brain can do its best.”

—Andrew Carnegie

Why is employee engagement important?

1. Increase productivity and ROI.

Study by Accenture 2011 states: “A workforce that is highly engaged is the engine driving the gain in profitability and productivity that are critical to business success in a competitive global environment.”

2. Reduce employee turnover.

According to the Bureau of National Affairs: “In 2013, the turnover rate will rise to 65 percent which will lead to a loss of more than \$11 billion annually for U.S. businesses.”

3. Outperform the competition with the most valuable asset—employees.

According to Gallup: “Companies with engaged employees outperform others by as much as 202%”

Dale Carnegie Training Research Study shows that “in the fight for competitive advantage where employees are the differentiator, engaged employees are the ultimate goal. Actively disengaged employees express mistrust, undermine the work of others and sow seeds of negativity.”

4. The effect of engagement can be seen in increased employee output and performance quality, which leads to happier customers and higher ROI.

“Any shift to engaged employees reduces turnover costs and increases productivity.”

-Dale Carnegie Research Study

5. Engaged employees are more productive.

“High-engagement firms had total shareholder return that was 19 percent higher than the average.” Gallup estimates that “disengaged workers in the U.S. cost \$305 billion a year.” Dale Carnegie Training Research Study found that “actively engaged employees are more productive, make more money for the company, stay with the organization longer, and are ethical and accountable. 69 percent of disengaged employees will leave for as little as a 5 percent pay increase, while only 25 percent of engaged employees will leave for the same amount.”

To learn more about Dale Carnegie’s training programs on conflict resolution and other important leadership skills, please go to:

dalecarnegie.com/resolution