



THE BRIDGE

A nighttime photograph of the Manhattan skyline as seen from the water. The city lights are reflected on the water's surface. The Manhattan Bridge is visible on the left side of the frame.

SPECIAL REPORT

TOP 9 STRATEGIES TO ENGAGE YOUR EMPLOYEES FOR PRODUCTIVITY & REVENUE!

Some Questions for You to Think About...

- 1) Why does correct corporate culture have a direct effect on company success?
- 2) What do employees need to be successful?
- 3) Does the corporate culture create self-sacrificing, loyal, and motivated employees?
- 4) Do you know the real reason why employees leave your organization?
- 5) How many thousands of dollars are you losing monthly because you do not have a cultural strategy to engage, retain, and recruit the brightest employees?

Employee engagement is at the MERCY of corporate culture for financial success or loss!

When an organization understands the correlation between culture and employee satisfaction, as well as company success, they have created a culture synergy for success both with employees and the company that becomes limitless! We are talking about cost savings when it comes to employee retention, increase in performance and productivity, and soaring revenue!

Employee engagement is all about culture, creating and establishing the magic conditions where employees love their workplace environment, love how they are valued and respected, and feel a sense of well-being.

This strategic culture engagement produces employees who give their very best, are connected to each other, and are committed to the company reputation and success, causing productivity to *skyrocket!*

Trust, integrity, enthusiasm, fluid two-way communication, and affirmation are paramount in this successful created culture.

“This is about how we create the conditions in which employees offer more of their capability and potential” says David Macleod founder of the organization Engage for Success.

EMPLOYEE ENGAGEMENT STRATEGY #1 Mobile Apps!

Yes, you heard me, MOBILE APPS! Mobile apps should be a center piece platform for engaging employees because of its instant, quick connect for significant on the spot questions, dispersing immediate important communication, spontaneous or planned events, affirmation and recognition, and company or work group meetings!

Additionally, mobile apps enhance immediate employee feedback in real time and anonymous feedback. Sharing results with teams, fellow employees, or leaders in real time enhances success. This is a picture of fluid, instant two-way communication that has a plethora of value as stated above in numerous arenas.

You lose BIG TIME if you do not have this REAL TIME employee engagement strategy!

EMPLOYEE ENGAGEMENT STRATEGY #2 Care!

Your employees must feel and experience that they matter, you care and value them above clients.

WHY? Because it is their expertise, and their skill sets that make your company who it is.

They are the ones that keep the well-oiled machine running and succeeding. You must understand the difference between treating them like family, valued people versus employees. To engage and interact with them on a personal level elicits trust instead of sterile, communication through the computer.

They need to see, touch, hear your voice, and laugh with you as you interact over their life goals, family, and ambitions. They must feel connected to you and that you genuinely care about their welfare.

Remember trust is earned, what are you doing to earn it?

EMPLOYEE ENGAGEMENT STRATEGY #3 Appreciation!

It is always the little things that distinguish you and they are the deal breakers.

Appreciation is a lost art. Appreciation needs to be ongoing with big events for important mile markers not a once a year pat on the back. A culture of appreciation motivates team members to do better, it bonds loyalty, employees feel valued, they want to come into work, and it is contagious!

People need to be thanked, it's a simple concept but powerful in self-identity. To be recognized for your contribution is respecting contribution. Appreciation comes in a variety of forms so **be creative** and be the catalyst for making sure it happens!

EMPLOYEE ENGAGEMENT #4 Pain!

What is the significant pain of your employees?

Whatever the pain is it behooves employer's to not figure out how to help alleviate it. Offering "pain-relievers" as part of the company culture in the recruitment process is epic!

Currently one source of pain is the unbelievable student loan debt after graduation. Loan repayment benefits is understanding the current pain of right out of college employees. Loan repayment benefits speak loudly that you are committed to their financial freedom.

Numerous companies are realizing these phenomena and have instituted programs to specifically tackle this pain. Helping the younger, fledgling staff in this pain causes loyalty to flourish.

This wins hearts and when you win hearts you win!

EMPLOYEE ENGAGEMENT#5

Giving!

Did you know of the 50 best companies to work for 74% give time off for volunteering?

Giving back to the environment and to the fellow communities on the plant is important. Companies that promote individual volunteering, as well as structured programing for employees to give back is highly sought out and desired.

More companies are realizing this value and give employees a certain number of days with paid time off to volunteer.

We are all responsible for caring and nurturing the plant and those less fortunate. This value is attractive to those making decisions on who they want to work for and many are willing to take a lesser salary if a company is committed financially to be a part of the worldwide solution!

EMPLOYEE ENGAGEMENT #6

Fun!

Do not ever underestimate the power of fun in creating great relations within a company!

Having fun together is **glue** for teams.

When you have a culture where employees like each other than magic happens. Having fun together, bonding times and creating memories enhance company morale!

Whether its sport events, family outings, bar nights, trips, hikes, festivals, theater, civic service, or supporting one another in important activities it's all about being together creating memories.

Providing employees the resources to plan and execute company-wide fun memory excursions is the best! These activities create a positive, fun, enthusiastic environment that spills over to morale, success, and retention!

EMPLOYEE ENGAGEMENT #7

Story!

There is power in story.

Employees need to know the historical story and purpose of why this company or organization was founded. This gives meaning to the sacred guiding values that they are asked to embrace and believe in.

They need to know the shoulders of the historical giants they are now standing on! It gives motivation for accomplishing goals and quotas, integrity of the product or the need for quick delivery.

When employee's stories intersect with the company story than enchantment happens that brings

beauty and pride.

EMPLOYEE ENGAGEMENT #8

Extras!

Bring the pizzazz!

Extras communicate loud and clear the companies that want to provide the best working culture environment known in the business.

Employees talk with each other across competing companies and word soon gets out about who takes care of their employees. You want this reputation hallmark!

Bottom-line, the extras communicate a company is financially invested in valuing their employees and desire their best! Extras involves, unique and fun food, beer and wine, on-site child care, on site fitness facilities, up to date office environments, pet friendly, paternity leave, onsite yoga and massage, unlimited vacations, paid volunteering hours.

Leadership and ongoing development as well as mentoring programs to mention a few. Do a survey and find out what would you employees like in their work environment and provide some of it.

Put your money where your mouth is! Happy satisfied employees rock the company financially!

EMPLOYEE ENGAGEMENT #9

Your Buzz!

What is your stand?

Identity is paramount and it must be defined in a clear and concise way that captures and motivate the soul of the employee or they drift and the company becomes meaningless in its endeavor. Company vision, mission and guiding values matter immensely!

Guiding statements go along way if you align decisions around them. If they are just nice clichés on the wall without lived out examples they are worthless and unseen. Employees must understand the vision, mission, and guiding values and see leaders live them.

Lived out vision, mission and values have great impact when they are seen in action and affirmed. This creates a powerful synergy that is a privilege to be involved with as an employee. Employees need to feel proud of what they are giving themselves to, every day, and that their contribution makes a difference.

In conclusion, a great culture provides the context for people to deliver their best work! Creating an incredible employee culture is your secret weapon for financial success!

Do whatever it takes to make this a company trademark and set the standard that woos and retains the par excellence in the field!

About the authors:

Angelique Weiley Anderson and John R. Hatfield are the founders of The Bridge Venture, Culture Development and Employee Engagement consulting firm. Angelique and John are both experts in culture development and employee engagement coaching inside of organizations. They both coach individuals and organizations on bettering their revenue results based on productivity and performance through culture and employee engagement. They have created many programs and tools for individuals to enhance their resumes through development, and for organizations to develop their culture and build their teams. Their compassion for the workplace shows in their commitment to organizations throughout the world.

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They would love to hear your story!