



Understanding the Three Key Components of Employee Engagement



Introduction

Today, many global organisations are still struggling to **build the right employee engagement strategy.**

Often, this is because they provide short-term engagement through team-building activities and generous compensations. And at the end of the day, it just isn't enough.

We've listed **three critical [components of employee engagement](#)** that an organisation needs to support and maintain **a passionate, committed and inspired workforce.**





1 Leadership

Managers account for **roughly 70% of the variance** in employee engagement scores across business units, making leadership one of the most critical components of employee engagement in 2021. On the one hand, bad managers **cost businesses billions of euros in revenue every year**. On the other hand, a responsible and skilled leader will build a healthy and meaningful relationship with the team, motivate them, support their ideas, **create a culture of accountability, and promote open communication**.

So if you've hired the wrong leader, the chances of your employees feeling engaged or inspired significantly reduces.





2 Rewards and recognition

Recognition is one of the **key components** of employee engagement, and research proves that recognition leads to a **14% increase in employee productivity and engagement**.

When you appreciate employees for their effort, they are motivated to work harder and achieve more.

So if you want your employees to be engaged, start by making a recognition program that **reflects your company's culture, beliefs, and values**.





3 Professional growth

According to a LinkedIn survey, 94% of employees would stay with a company longer if they saw **an improvement in their professional lives.**

Over 25% of Millennials and GenZ workers believe that **learning is the top factor** contributing to them feeling happy at work.

These statistics prove that **professional growth is an essential component** of employee engagement and must not be overlooked.





How can you help your employees grow?

There are a few different ways through which you can help your employees **develop new skills and capabilities**. Some of them include:

- Providing training and reading materials
- Signing them up for certification courses
- Providing access to regional conferences.
- Introducing new projects and responsibilities that push them out of their comfort zone





Wrapping it up

You **cannot drive impactful employee engagement** if you don't understand why your employees are **disengaged in the first place**. So identifying the 'why' is a good place to start.

Further, by implementing these three components into your business, you can **provide your workforce with 360-degree engagement** that will improve their productivity and contribute to the growth of your business.

Thank you



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