Tips for Effective Engagement

1. **Make it strategic.** Think about how you engage at every stage of the employee experience. From pre-employment – recruitment – induction – employment – post-employment.

2. **Define your culture.** Be clear about what constitutes your culture, for example, your values. This is who you are. Align your activities with your culture to bring it to life.

3. **Make your engagement varied.** One size doesn't fit all. Use a range of engagement tools – from online to face-to-face – to reach as many people as possible.

4. **Make it accessible.** Use clear, simple, plain English for your communications, keep jargon to a minimum and avoid acronyms.

5. **Lead from the top.** Support your top team to lead on engagement activities. This will emphasise the value and importance you place upon these activities within your organisation.

6. **Give employees choice and influence.** Give your people the opportunity to influence decisions that affect the business and them. In this way, they will 'own' these decisions and activities.

7. **Make wellbeing integral**. Integrate wellbeing into your engagement and show your people that you care and that they matter. This approach recognises the correlation between wellbeing, satisfaction, and performance.

8. **Empower your managers.** Empower your managers through the tools, skills, and knowledge that they need to engage effectively with their teams.

9. **Reward, recognise and celebrate success.** Proactively seek opportunities to reward and recognise and publicly celebrate success to create a shared sense of achievement and belonging.

10. **Keep improving.** Review what you are doing regularly – through survey and focus groups – and update your engagement activities accordingly. And, always feedback the changes you are making, and your people's role in shaping them.

michelle@engaging-people.co.uk   @engagepeopleco   www.engaging-people.co.uk