

Powerful ways to have an impact on employee engagement



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An engaged workforce is a critical component to your company's success. When employees are engaged and behind your vision and strategy, they are more motivated and focused on your organization's business goals.

Employee engagement is a long-term game and it starts by addressing the needs of your people. The key is to empower your people to participate in the company's debate, always be informed, and have an open channel to express their opinion. It is a cultural shift that requires attention and focus. Eileen Lehmann, Director of Internal Communications at Cardinal Health, said "If you're aiming to improve employee engagement, it's a continuous challenge. Every day, we work hard and innovate – to not just maintain engagement, but to see how we can continually grow our success."

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Best practices for increasing engagement

The following are ways you can have a powerful impact on employee engagement and help create a connected workforce.

Reach all employees.

Reaching all your employees, even desk-less and near-desk workers, or those on the road, helps establish a culture of collaboration and feedback throughout the organization. Having the entire organization connected and engaged is important to the company's bottom line.

Provide a two-way dialogue.

Engage with your employees more actively by adopting communication channels that enable two-way dialogue. Not only do feedback mechanisms increase employee engagement over time, it helps you understand the impact and relevancy of your messages.



Once you have this capability in place, use the opportunity to:

- Encourage employees to ask questions and provide feedback
- Allow them to share ideas
- Run polls or use surveys to learn how the organization is dealing with important corporate changes.

Look ahead with surveys.

Look forward by measuring results in real-time to drive a continuous improvement cycle. Adjust your communications and test what works best for your organization, your culture, and your goals. Internal Communications will get more respect through quantitative results as well as qualitative outcomes.



Take time to communicate the ‘why.’

A common challenge is getting stronger alignment at all levels of the organization. In a recent survey of employees at 20 high-performing companies, only 29% correctly chose their company's strategy. To overcome this challenge, you'll gain stronger alignment by explaining the 'why'. Think through ways to express the 'why' behind decisions or actions. This helps employees understand the purpose behind missions and strategies, and gives them the reasoning they need to stay engaged.

Segment your audience and provide context.

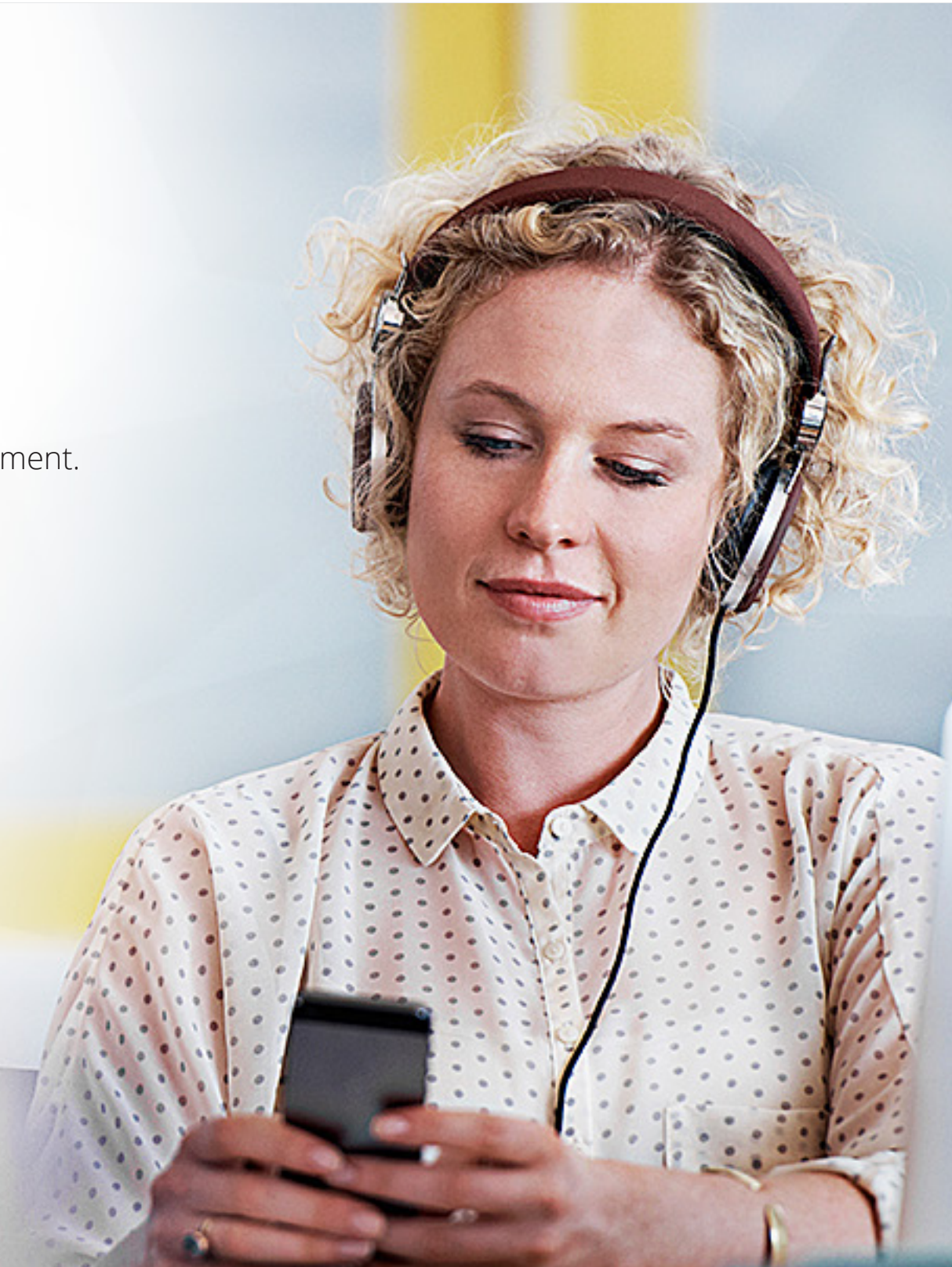
Don't push messages ad hoc—be strategic and targeted. Lead efforts to be creative with programs to capture attention and drive participation. And while information needs to flow freely, more importantly, it should happen in context with what's going on for the employee at that moment. Just as important, target communications to specific groups of employees based on their job role, their need to know, and even their interests and behaviors.



The Role of Mobile Technology in Internal Communications

As an Internal Communications leader you need to think about your role more strategically and consider what tools and resources you can leverage to increase and maintain employee engagement. With state-of-the-art mobile technology, you have the most direct and most personal means to reach all your employees. Regardless of the types of employees you have, research shows that while they may not have a PC, more than 85% have a smartphone. Now you can tap into those devices to reach each individual employee and help them be informed, productive, and engaged. The following are strategic steps to take:

- 1 Own mobile communication:** Many other heads of business, including HR, marketing, operations, and product development may have needs for mobile solutions. By driving mobile as a communication channel, you provide a valuable service across the organization.



- 2 **Make it exciting:** Today mobile technology in the enterprise is far behind the level of consumer mobile applications. By delivering on consumer expectations, you become the positive alternative to any other internal mobile solution.
- 3 **Embrace new technologies:** Corporate Communications has been caught by surprise with the rise of enterprise social networking. Make sure you're ahead of the curve as engagement is often a reflection of how small or wide the perceived gap is between an employee's work environment and their personal environment.
- 4 **Be the voice of the C-Level:** Employees expect direct communication and we all know it is hard to achieve in large organizations. By becoming the voice of the C-Level, you'll be a driver of engagement and you'll have the ear of all people.
- 5 **Collaborate with the CIO:** Work with your CIO to define a mobile roadmap and discuss use cases for more effective communications and productivity.

Engagement is critical to your company's success, and it takes time to achieve and maintain. To improve employee engagement, there are steps you can take now and resources you can employ to help employees be motivated and stay focused on your organization's mission.



Reach. Engagement. Empowerment.

Let Sitrion ONE show you what powerful mobile employee engagement looks like. Our award-winning mobile solution, Sitrion ONE, allows you to deliver timely, relevant, and interactive messages to all your employees through their mobile devices. It is the easiest, most direct, and reliable experience for reaching and communicating with employees in your organization.

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