

Creative Strategies

Management Insights for Your Business

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HR in Action: Employee Involvement

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Generally speaking, the longer employees stay with a company the greater the chance they will become less engaged in their work. And that, in turn, equals lower productivity and less loyalty.

Fear not, though. Increasing employee engagement at work is often as simple as meeting employees' basic needs.

Need #1: Know what is expected of them. The best managers let their employees know what outcome is expected, but also allow them to select the best method they feel will achieve that goal.

Need #2: Know they have the opportunity to shine every day. Employees need to feel like their managers allow and encourage them to put their best foot forward on a daily basis. Start by getting to know each of your employees' special talents. Then cultivate them as best you can within the work environment.

Need #3: Know their manager cares about them as a person. Take the time to get to know employees. Try to remember a few personal things -- such as favorite sports team or hobbies -- about each.

To know just how much you need to brush up on meeting employee needs, you need to know just how disengaged employees are from their work. Pose the following statements to those in your department. Ask for anonymous responses. The more "no" responses, the more disengaged employees are.

Top 10 Questions:

1. I know what is expected of me.
2. I have the materials I need to effectively carry out my job duties.
3. I am given the opportunity to do what I do best.
4. I receive recognition for my good work and efforts on a weekly basis.
5. I feel as though my supervisor cares about me not merely as an employee, but as a person.
6. I am encouraged to further develop my current abilities.
7. My opinions seem to count.
8. I feel like my job is important.
9. My fellow workers are as committed to quality work as I am.
10. This past year, I have had opportunities to learn and grow.

Put it to Action!

This process is helping organization select better employees. Your hiring decisions will improve and you will have a better handle on the characteristics and abilities your applicants need to bring to the workplace.

Monitor the changes you see after implementing this approach - I think you will be pleasantly surprised!

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Creative Strategies, Inc. is a human resources consulting company that assists business owners develop talented people, define related systems, and implement procedures and best practices to improve business results. It was founded to provide small and middle market businesses a reliable, high-quality alternative to in-house human resources staff.

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