

# MANAGERS' GUIDE

How to engage and energise your people

A cartoon illustration of a person's head and shoulders. The person has a light brown face, large white eyes with black pupils, and a simple black smile. They are wearing a bright red baseball cap. On the front of the cap, the words "YOUR LOGO" are written in white, bold, sans-serif capital letters. The person is also wearing a dark grey or black jacket with a visible collar.

**YOUR LOGO**

**YOUR LOGO HERE**

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## What is employee engagement and why is it important?

'Employee engagement' is the latest buzz-word (or, in this case, buzz-phrase) in business. Sometimes buzz-words don't mean much at all.

But employee engagement is different – it's all about how much you love your work and the company. We think that is important and we hope you do too.

An engaged employee wholeheartedly connects with their work and participates in an organisation's future. Their collective strengths, ideas, feedback and enthusiasm will help our organisation continue to grow, succeed and solve problems more effectively. Some of our employees naturally give their all but many need inspiration, guidance and coaching. Our employees are our greatest assets and need a reason to do what they do well.



'Creating a great place to work.'

Engagement can be seen as a combination of commitment to the organisation and its values plus a willingness to help out colleagues. It is being emotionally as well as intellectually connected to your work. It goes beyond job satisfaction and is not simply about motivation. Engagement is something the employee has to offer: it cannot be 'required' as part of the employment contract.

While most of the engagement-boosting ideas in this guide apply to managers in all business cultures, it's important not to adopt a 'one-size-fits-all' approach to improving employee engagement. Rather, decide what works best for both you and your team and adopt changes that make the most sense.

...and as employee engagement increases, you may discover an unexpected side benefit – your own engagement may well increase!

