



Employee Engagement

1. **Set a good example-** An owner/manager needs to earn the respect of employees and the key to respect starts with credibility. Credibility is gained by setting a good example. In other words, set employee expectations that are not above expectations for yourself.
2. **Hire the right people for the position-** Hiring the right person for the position isn't just finding the right skills but also the right fit for your specific organization. Decide which professional attributes are most important for the position AND the organization as a whole (i.e., what is the corporate culture of your organization).
 - a. For more information: inc.com/encyclopedia/corporate-culture.html
3. **Treat your people right-** Being treated right can mean something different to each person. Each employee is an individual with individual needs. A common management mistake is generalizing the needs of all employees. To avoid this, get to know employees on a personal and professional level, identify their individual needs and make an effort to meet those needs. A "toxic" workplace is one of the top three causes of turnover.
4. **Provide training-** Training provides the tools needed to meet expectations in a specific position. Creating an onboarding process could also be beneficial.
5. **Set specific expectations-** Specific expectations help an owner or manager transmit vision and direction to employees. Engaged employees who know where the organization wants to go will be happy to help get it there. A natural human inclination is to do a good job and setting specific expectations paves the way

Revised 06/29/21 KG

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6. **Measure outcomes-** What gets measured, gets done. Identify outcomes that mean success for the organization then measure them. Measuring outcomes lets employees know how they're doing according to expectations. It's a tool to help celebrate success and improve upon failure.
7. **Address frustrations-** Work is personal. Engaged employees feel like their employers care about them and their opinions matter. They want someone to listen when things get stressful. There could be a lot of different reasons for frustrations and it's vital that employers facilitate the process of helping employees find answers to their problems and frustrations.
8. **Reward achievement-** Give credit, when credit is due. Rewarding achievement can be as simple as a pat on the back with an accompanying "great job." It can also come as a pay raise at the end of the year. If your employees are doing a good job for you, keep them by maintaining compensation at a competitive level. Advancement opportunities and compensation are two of the top three reasons for employee turnover.
9. **Keep open lines of communication-** By being visible and available for employees. Get out from behind the desk every once in a while, and talk to your employees. Don't just do it when there are issues. Get out there consistently, even when things are going well. You'll be surprised at the difference it makes.
10. **Share the big picture-** Sometimes it can be hard for employees to see the forest through the trees. The big picture can easily be painted by answering one fundamental question: why are we here? Share the answer to this question often with your managers and employees. To maintain engagement, employees have to know why they come to work every day and how they fit into the big picture

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