



## 8 benefits of measuring employee engagement.

by William Craig, contributor, Forbes

Employment engagement matters to achieving company success and developing employee skills and talents toward future goals. Happy employees equal a happy and prominent company. However, outdated traditional surveys used to measure engagement fail to reflect how modern employees operate and what they most desire and need to succeed.

Measuring employment engagement in real-time helps companies achieve real results, just as the importance of measuring finances and sales regularly do. Here are eight benefits of measuring employee engagement — much like taking your company's work culture temperature.

### **1. Solve Problems Before They Worsen**

When you have a deadline, what can you do with issues that only now reveal their consequences? You have to deal with the issue quickly, and that often means putting a tourniquet on the problem and moving on. When you keep checking the temperature, you address issues — and their roots — before escalation occurs.

Problems only get big when you let them. Don't wonder why your employee retention and sales suddenly plummet.

### **2. Employ Empathy and Build Trust**

Both employees and leaders need ongoing feedback to keep growing and improving. Make feedback a two-way process and communication that also stems naturally out of conversation and connection. Ongoing, open feedback allows leaders to pose better questions — especially those that relate to the company mission and vision.

When leaders ask good questions and connect, they build trust among employees and workflow improves as a result.

You may think your human resources department handles the human side of things, and that's that. However, thinking that way leaves your company out in the cold. It creates a negative communication gap between leader and employee, leading to #1 and risking you losing a talented individual.

Employ empathy and get the whole story when you see a struggling employee, whether their obstacle is personal or work-related. Everyone is human.



### **3. Make Morale #1**

When employees disconnect, engage them in a meaningful conversation. It doesn't have to last the whole lunch hour — even a brief chat to check in will show you care. You'll learn more about your employee's concerns, as well as their promise for the organization.

Make morale a top priority in your company, and you will reap the rewards. Productivity increases and you retain employees longer when their morale moves upward.

### **4. Share Insights Transparently**

Back to those metrics. Use the analytics reports regarding workforce trends and finances to motivate your mission and, thus, your employees. Your employees need to be an active part of positive change-making. Employees feel more involved and valued when they know how and why they contribute to an organization, and seeing the results drives them to push even harder.

### **5. Opportunity for Improvement**

Surveys provide a snapshot of employee activity and thinking in a single moment in time as they struggle to think up thorough answers and complete the questionnaire to get back to work — or select variations of seven to nine on a 10-point scale to get it done. What does that measure exactly?

Snapshot surveys provide results that develop game plans months down the road. You can also measure social activities and interconnectivity at work to increase the ability to find meaning at work.

Encourage employees to keep track of their thoughts and feelings weekly and speak up. Better measurement tools — especially employee-preferred ones — increase opportunities for improvement and engagement.

### **6. Take Action When it Matters**

Leaders can take action in small, cost-effective ways to engage their employees and improve morale, such as through conversation and opportunities to balance work and life.

Around 99 percent of meetings waste time, so take action as needed. Allow employees to think aloud in conferences and even be a little late, but start the session. When you have a strong work culture, employees and leaders collaborate and co-create to produce real-time, meaningful results.



## **7. Look for Trends**

Technology allows employers to spot trends and take immediate action when used correctly. Does your website measure user experience for the customer? What about your employee's "user experience?"

When you identify trends, you can impact engagement in the day-to-day doldrums of routine. You make work meaningful and help the entire staff take responsibility for trends, as well as their engagements levels. Platforms like Slack allow employees to develop activity-based work styles that boost satisfaction scores, and engagement doesn't always equal productivity. So, deepen your definition of engagement.

## **8. Keep the Positive Flow Going**

What chain reaction would you rather have — a negative one where issues worsen due to disengagement or a positive one where employees feel engaged and value their performance beyond getting a paycheck? Monitor your initiatives for employee engagement regularly, and keep what works going to maintain the positive flow.

Human resources don't begin and end in one department. Every department requires a human touch — your workers aren't drones or robots. They have real needs that, when met, can improve morale and lift up the company to success.

*William Craig writes about the secret of company culture in entrepreneurial success.*

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