



# EMPLOYEE ENGAGEMENT:

Your Guide to  
**Turn the Tide**

# WHY WE'RE HERE...



Like many **GREAT** stories; it all started with one conversation!

We met in a professional development class and became fast friends!

Leadership support and employee experience are core components of both of our businesses.

So it was a natural next step to team up and make a bigger impact when our clients across industries are facing similar challenges.

After lots of lightbulb moments, we **KNEW** we could do more to help leaders struggling with employee engagement.

If things are going well but you want to keep your employees connected and enthusiastic about the work they do, this workbook is for **YOU!**

If you're experiencing high turnover, high performers seem to be quiet quitting, or quality of work is dipping, this workbook is for **YOU.**

And it's time to **Turn The Tide.**







TURN THE TIDE WORKBOOK

# WHY ARE YOU HERE...

You've hired the best. Now, you want to keep them.

When employees feel involved and emotionally committed to their work and company, your business strategy will soar.

But their personal needs and career desires have shifted. They feel less connected to their companies.

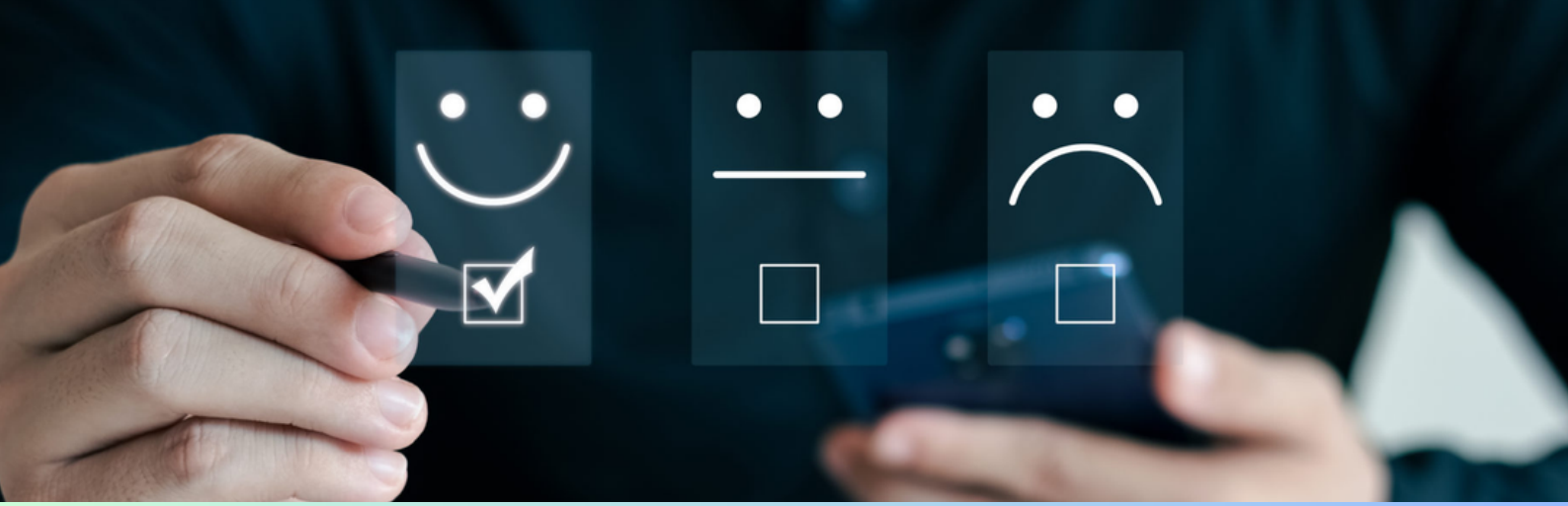
And they don't feel heard by leadership.

Employee engagement is slipping in every industry – including yours.

This guide will help you begin to **Turn The Tide**.

*let's get  
started*





## STEP 1.

# Dive into your company's employee survey data.

Take a closer look at the answers around leadership, culture and communications.

Do employees:

- Understand the company's goals, values and vision?
- Clearly know how they contribute?

Identify which teams may be struggling and where you want to make the most impact.

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Don't have a survey? Work with HR to initiate an annual pulse-check!

**Which areas do you think need most improvement?**

# Provide an open forum for employees to share.



**PRO TIP: Dig deeper into what's behind the data.**

At the heart of disengagement is not feeling seen, acknowledged, understood or recognized.

Allowing people to share their motivations will give you a better sense of what's happening "on the ground."

Select one or more of the suggested feedback loops on page 6 to get started.

Most importantly, **DON'T TALK.**

Just **LISTEN.**

## Listening Session Best Practices:

- Set up time with each team as a listening session.
- Start with sample questions but feel free to let the conversations flow.
- Focus on the questions that seemed to elicit the strongest reaction and allow employees to share their thoughts in a safe space.

# Sample Feedback Loop Conversation Starters

- What do you need to do your best work?
- How do you feel your managers are supporting you now?
- What are they doing well? Where can they improve?
- Do you feel connected to our mission, vision, values and goals? Why or why not?
- What are your impressions of company leadership?
- What are they doing well? Where can they improve?

## STEP 3.

# Evaluate the feedback and create a plan to address concerns.

Most likely, you'll see themes emerge from those listening sessions.

Some employee issues might be unreasonable but there will be at least one or two that leadership can act on to help turn the tide.

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You'll need buy-in and support from across the organization to make things happen.

You can do this a few ways:

- Ask employees to participate
- Engage high performers to help
- Request managers and teammates "nominate" colleagues

These employees will serve as the working group to help flesh out what types of actions that would answer specific concerns.

Be sure to include HR representation and communications support for a steer on legality, optics and messaging.



**ONCE THE ACTION PLANNING IS COMPLETE, ENSURE THAT LEADERS ARE BRIEFED ON NEXT STEPS SO THEY CAN RAISE ANY ISSUES AHEAD OF A ROLLOUT.**

## **PRO TIP: EMPOWER** members from the working group to:

- Share updates in team or company-wide meetings
- Create visibility so they can get credit for stepping up
- Solicit input from a broader group to ensure early buy-in

**Who are some potential team members for this task?  
How might they together on this project? What  
support and incentives can you offer them?**



## STEP 4.

# Communicate, Evaluate, and Engage.

**PRO TIP: Keep your team in the loop and actively involve them in enhancing employee engagement from the beginning.**

It's time to share the new approaches that the working group has developed and leadership has approved!

For the sake of simplicity here, you'll want a "mini" communications plan that focuses on publicizing these new engagement initiatives. Develop a supplemental year-long communications plan for employee engagement, with achievable and measurable milestones, that will continue driving momentum.

Have data-driven measurements in place to evaluate whether the new strategy is hitting the mark.

If needed, seek out anecdotal feedback through open-ended surveys or additional listening sessions BEFORE the next formal company-wide engagement survey goes out.



### Key considerations:

- Pledge from leadership to promote and support - walking the walk not just talking the talk
- Communications cascade that provides background and resources for people managers
- Working group and other enthusiastic employees identified as champions to help better connect employees to new offerings
- Channel for employees to share positive feedback and suggestions
- Plan to address negative feedback
- Touchpoints for refinement as new strategy is rolled out

# PLANNING WORKSHEET

**1) What will be the communication channels?**

**2) Who will lead communication efforts?**

**3) What metrics will you need to put in place?**

**4) How will feedback be collected?**

# Learn, Refine and Repeat.

## **PRO TIP: Planning and executing employee engagement isn't a one and done solution.**

Truly, it's a team effort that's labor intensive but the results can be game changing for a company's culture, productivity and bottom line. Understanding what drives your employees and the role you play in helping them succeed can mean the difference between a loyal workforce and a revolving door.

- Evaluate the wins and areas of improvement year over year.
- Take a look at what other "Great Places to Work" offer if you need new ideas - because your people are also looking at what other companies are doing!
- Be sure to have an annual plan in place to continually move engagement forward and become an employer of choice in your area or industry.
- Feel free to brag about your success by sharing what's worked in your circles of influence.

For companies who do it right, employee engagement can be the biggest asset and differentiator - so definitely worth investing in for the long-term.

**What are some activities that can be done year round to keep employee engagement as a focus?**

**What would "winning" at employee engagement look like to you?**



TURN  
THE TIDE WORKBOOK



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**THANK YOU!**  
**WE WOULD LOVE TO HEAR**  
**FROM YOU!**

Want to take a deeper dive into employee engagement? Reach out on LinkedIn or send a message and let's continue the conversation.