



The Ultimate Guide to **Employee Engagement** **2023**



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A Brief Introduction

Greetings, Friends! 🙌

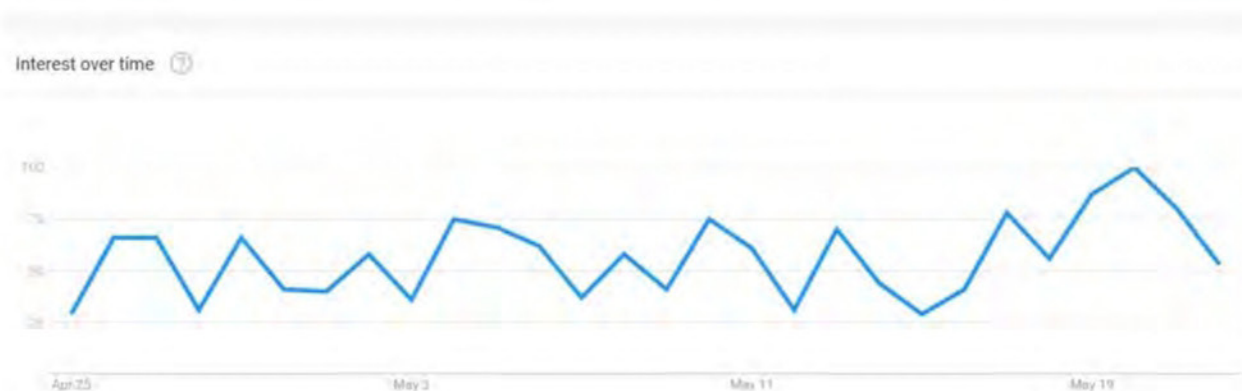
What do you name an employee who is devoted to their company?

"An engaged employee," most of you would say. However, take it seriously. It's no joke when it comes to engaging an employee!

We know you've skimmed through several articles in search of the one ingredient that will improve your company's employee experience. That's why we developed our "Employee Engagement Guide for Managers" to provide you with the skills you'll need to create productive and engaged teams. ✅

Have you ever looked up the word "employee engagement" on the internet? 🤔

Employee engagement is a hot topic among HR and people managers, and it has exploded in popularity over the last five years. Take a look at how many Google searches there are on this subject! 📌



According to a Gallup study [\[1\]](#) commissioned in 2014, 70% of employees worldwide are disengaged at work. 😞 This is one of the main reasons we created this guide! Throughout the guide, lookout for our "Employee Engagement Tips." 🙄

Employee Engagement Officer. It's been gathering a lot of attention because, well, it's essential!

Fantastic! 😍

We hear you say, "Tell me more about it!" engagement was not a topic that companies or the industry discussed much ten years ago, but today, they have roles and teams dedicated only to it. In reality, the new CEO is the Chief E 👍

1. What Is Employee Engagement?

When you hear the word "Employee engagement," what pops up in your head? 🤔



Answering this question isn't easy as we all might have our own picture of what an engaged employee looks like.

With ever-increasing technological innovation combined with a fast-paced business environment, employee engagement has become a major area of attention that must be appropriately addressed. Although the question of what exactly is employee engagement is one that has yet to be resolved and fully understood.

William Khan in 1990 [2] presented one of the earliest and most extensive scholarly definitions of what employee engagement was and what it entailed.

Employee engagement, according to Khan, is defined as
the total harnessing of an organization's individuals with their job duties in physical, cognitive, and emotional engagement throughout practices.

Simply said, employee engagement is a motivating state that encourages people to work more enthusiastically, productively, and favourably towards organisational goals. 💪

Aon's Global Culture & Engagement Practice Leader, Ken Oehler [3] stated:

“Employee engagement is sometimes misunderstood with happiness, but it is truly about an employee's psychological commitment in their company and determination to achieve outstanding results.”

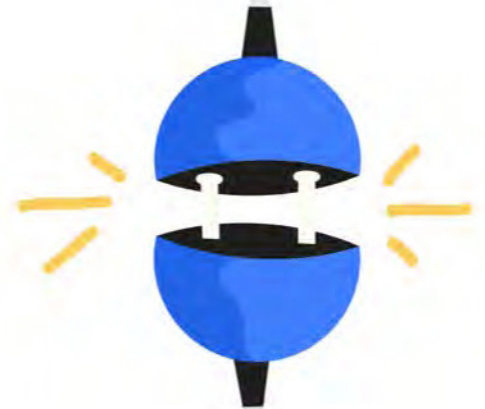
Employee engagement is defined in a variety of ways [4] by various people. But, to put it simply, it's an emotional commitment that individuals have to their job, their team's goals, and the company's vision.

Employee engagement is determined by how employees act in the workplace, not by how much they like their job. Also, keep in mind that only an engaged workforce can produce beneficial business results for a company. When an employee is engaged, it is evident that the employee has significantly improved his or her enthusiasm, involvement, and efficiency in relation to the duties and activities that are provided at work.

1.1 What Is Employee Disengagement?

Employee engagement is a goal that many HR managers strive towards because of the numerous benefits that come with having an engaged workforce. However, it is more crucial to achieve engagement as the negative effects of employee disengagement pose a considerable danger to the organisation.

Employee disengagement, according to Khan's academic literature [5], is defined as a retreat of one's self physically, cognitively, and emotionally from job tasks. As a result, disengaged employees are more likely to be passive in their jobs inside the company.



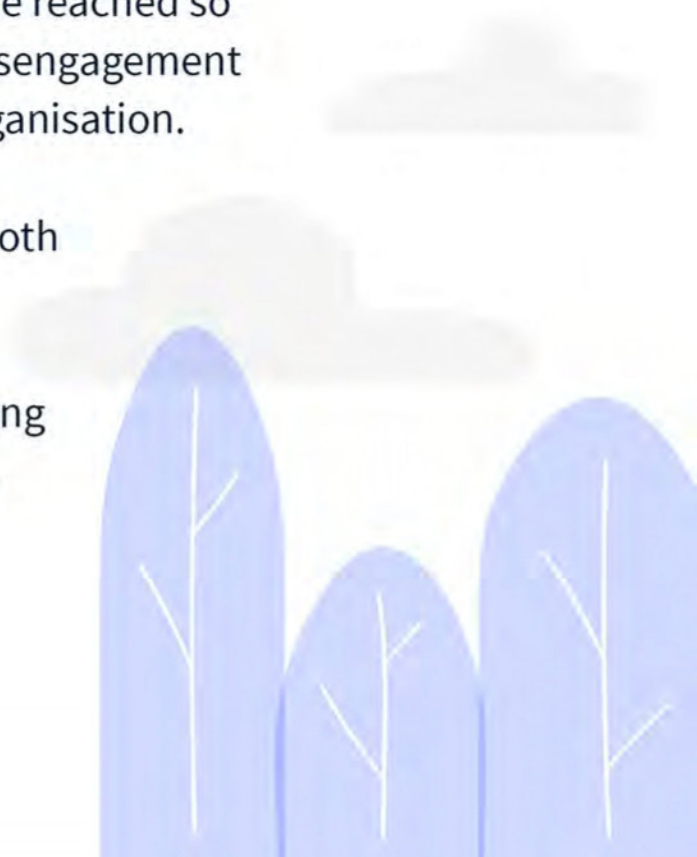
This disengagement has been defined as an *"automated type of behaviour in which people show effort-less performance in their tasks while hiding their identities, ideas, and feelings at work."*

Individuals who are largely disengaged work to complete activities in a relatively scripted manner, as opposed to being connected to the role and interpreting duties with spontaneity and originality.

People that are disengaged can have a negative impact on people around them, as disengaged employees may delegate jobs to others, retreat from demanding tasks, put others under pressure, and are responsible for an unpleasant working experience for others around them owing to poor attitude and behaviour.

Thus, companies must constantly ensure that employee engagement is a top goal to be reached so that the negative effects of employee disengagement are mitigated and removed from the organisation.

As a result, many beneficial effects for both the employee and the organisation are gained and can be efficiently utilised to establish a positive & engaging cultural environment at the workplace.



1.2 What Causes Disengaged Employees?

Many companies may not know how to increase employee engagement, or worse, could actually be unknowingly disengaging their workforce. Signs of disengagement can manifest in many different ways:

- ➡ Employees begin thinking that their opinions don't matter, or that their managers are not communicating with them about important work-related information - This leaves them with a feeling that they must blindly follow orders and never question the overall direction or strategy.
- ➡ There is little, if any, recognition for a job well done - If this is the case, employees begin to feel that they are working a 9 to 5 job, without management recognizing their contributions.





- ➔ There is no sense of independence in the workplace - Employees do what they are told, and may even suffer adverse consequences if they step outside of their boundaries. Ultimately, this can kill creativity and discourage employees from thinking creatively.
- ➔ There is little to no interaction or collaboration - Employees may feel that all they do is report to their own little cubicle and stay there until it's time to go.

Clearly, any of these situations may have a dangerous effect on employee morale, productivity, and even retention. 😞

2. Why Employee Engagement?

It's more than simply a paycheck for engaged employees who are pleased and fully devoted to their jobs – it's their dedication to their companies and roles that makes them enthusiastic about their work, which is often reflected in their performance.

Employees that are engaged are more inclined to invest in the work they do, resulting in higher-quality results

“When compared to less engaged organisations, engaged companies have twice the rate of success.”- Harvard Business Review.[\[6\]](#)



Those who are engaged are more involved and perform better, but employees who are disengaged are more inclined to do the bare minimum to get through the day. This is true for organisations in a variety of industries, such as healthcare and manufacturing.

Employees who are engaged are

43%

more efficient than those who are not, according to research [\[7\]](#) conducted by the University of Cambridge.

In fact, engaged employees are

27%

more likely to report their performance as 'EXCELLENT'. (Source: Gallup) [\[8\]](#)



Let's not even get started on the negative consequences of disengaged staff. We'll go over the advantages of high employee engagement for your business.

High productivity:

Engaged workers are 21% more productive [\[9\]](#) than disengaged ones, according to a Gallup survey! There's no denying that an engaged employee strives and goes above and beyond to complete their tasks.

When an employee is disengaged from their work, completing duties becomes a chore. Isn't that so?

Higher Retention:

On the other hand, if we feel appreciated, we don't have a reason to look elsewhere for work.

According to research [\[10\]](#), 81% of employees would consider quitting their employment for a suitable offer, even if they are not currently seeking jobs.

As previously said, people are emotional beings that search for a feeling of purpose and self-actualization. We are more inclined to leave a company if we are unable to maximise our abilities or do not enjoy our work.

On the other hand, if we are valued, we have no reason to hunt for a job elsewhere.

➡ **Enhanced customer experience:**

The good news for your company is that engaged employees are really concerned about their jobs and clients. They also treat their clients well, resulting in a great customer experience. 🤖

Employee engagement and customer experience [11] are closely connected. Employees that are engaged and pleased are the friendly face of your company.

“Treat your staff the same way you want your biggest clients to be treated.” - Stephen Covey[12]

➡ **Higher profits:**

What company doesn't desire a few additional dollars in their pocket? 💰

Organizations with a highly engaged workforce are 21 percent more profitable, according to a Gallup meta-analysis [13]. The performance and productivity of your employees can help you enhance your profits.

Remember to invest these funds back into employee engagement initiatives and resources. 😊



Lower absenteeism:

Employees who are engaged are dedicated to their work and concerned about the progress of their team. Absenteeism is dropped by 41% in highly engaged workplaces.

Absenteeism can cause delays in projects, customer dissatisfaction, poor performance, and belligerent workplace relationships.

Take it from Doug Conant [\[14\]](#), CEO of Campbell's Soup:

“To succeed in the marketplace, you must first succeed at work. I'm fascinated with having employee engagement at the top of my priority list.”



2.1 Does Employee Engagement Even Matter?

It does, and possibly more than you realise.

Employee engagement may appear to be a challenging problem to solve. However, you can establish a workplace culture where employees feel informed, engaged, and a part of the broader team using a few best practices.



What Difference Does It Make?

👉 According to a Towers Watson survey [\[14\]](#), organisations with a higher level of employee engagement have a **9% greater shareholder return**.

👉 Employees who are engaged outperform disengaged employees by approximately **28%**, according to a Conference Board study [\[15\]](#)

👉 All of these statements are backed up by additional research that demonstrates the link between increased productivity and engaged workforce.

👉 Employees who were engaged in their work had **lower absenteeism rates** than those who were disengaged, according to a Gallup poll [\[16\]](#).

2.2 Factors Contributing To Employee Engagement

Let's dive into employee engagement factors 🏊

➡ Are They Growing?

When we talk about growth, we don't just mean their physical height.

Your employees' skill levels, knowledge of important topics, and competency in specific areas of their field should all be evaluated. These questions can help you determine whether or not your employees believe they have developed or have the opportunity to grow at your company.

➡ Are They Happy?

When considering this aspect of employee engagement, keep in mind that employee satisfaction is not the same as employee engagement. It's pretty usual for the two to be confused.

Consider an employee who looks forward to going to work so that they can sit next to their best buddy and talk all day. This does not imply that they are engaged.

Now, consider an employee who comes to work every day eager to contribute to the company's success. They may be unhappy despite their high level of engagement because they are stressed by the pressure.

So, while speaking of employee engagement, make sure you know the difference between job satisfaction and employee engagement.

The ultimate goal is to ensure that your staff is engaged and satisfied to the greatest extent possible. 😊



Employer Branding Is No Joke!

Employer branding, in its most basic form, is what people believe or say about your company from the viewpoint of employment. Is it a good place to work? Do others think you put your employees through too much?

I understand what you're thinking. What role does this play? Employee ambassadorship is, after all, a significant aspect of your workplace brand. This metric measures how well your employees promote your company's brand outside of the workplace.

You may also make use of social monitoring tools to observe if your employees are sharing your content on social media and if the attitude is overwhelmingly positive or negative.



Relationships Make a Job

Your organisation can still have the best perks and culture in the world, but at the end of the day, your employees' relationship with other staff members is what keeps them around. 🤝

This is perfectly illustrated by the classic quote[17], "People quit managers, not companies."

As a result, your organisation should assess the quality of connections among teams, as well as between a manager and his or her direct reports. You can then compile this information to evaluate if there is a pattern of strong or weak links, and take action to address any issues that develop.



Do They Communicate Well?

Nothing motivates employees as much as a culture that prioritises communication.

And, because communication has such a vast reach, it's critical to your HR team to consider different modes of communication that your employees use and then test their efficacy.

Consider communication from the CEO, corporate announcements, office/location communications, manager communication, and peer-to-peer communication, for instance. Following that, survey questions should be created to test each of these areas.

These inquiries can be as straightforward, for example, “How successful is the communication you receive about corporate announcements?” Then, using this information, you may create improvement targets and retest them in a year.

Do They Feel Appreciated?

People love to be recognised for their effort, thus this is one of the most significant components in employee engagement. 🏆

Researchers were able to verify in a recent study [\[18\]](#) that 75 percent of employees who felt like they received appreciation from their management at least once a month were delighted with their jobs. And what about those who were honoured on a weekly basis? They said they were satisfied in 85 percent of cases.

So, why is this important to us? 😞

People will be more engaged and stay at your company for longer if they feel appreciated and thus satisfied at work. This benefits both your financial line and employee retention.





Health is Wealth

I get what you're thinking. Why is employee engagement thought to be influenced by health?

They are, in my opinion, well-coordinated. When people are adequately engaged at work, their health will improve. When someone isn't feeling well, their work suffers.

Now, I'm not suggesting that you ask your staff directly about their smoking habits, weight, or family medical history. I'm referring to how your employees really feel.

Do they seem to be in good mental health? Do they think they work in an environment that encourages them to live a healthy lifestyle? Is their health satisfactory to them? These are the things you should concentrate on!



3. The Emotional Side Of Employee Engagement

When people invest their money, they expect a return. People want to give when they are emotionally invested.” - Simon Sinek [\[19\]](#)

Employee engagement is all about making a connection with your employees. Humans like to claim that they make reasonable judgements, but in truth, emotions drive them. [\[20\]](#) 🧠

In the past, incentives such as salary hikes, bonuses, or flexible working hours were utilised to keep employees interested. But it's the emotional connections that have the most impact, enabling engaged workers to work more efficiently, stay with the company for longer, and act as brand ambassadors.



They don't just work for a corporation; they are a part of it, and the company plays a significant role in how they define themselves [\[21\]](#).

According to studies, the primary emotions that contribute to engagement are feeling inspired, appreciated, competent, and empowered. Employees personalise their work by expressing their feelings about the company's overall actions and their bosses in particular.

Employees that have a positive emotional bond to a company feel greater ownership and are much more inclined to stay with it, delivering higher work in less time and lowering turnover costs.



3.1 The Role of Managers

Managers play a crucial role in improving employee engagement in the workplace. HR cannot fulfill the function that top leaders can.

Managers cultivate personal relationships [22] with their employees, empowering and motivating them wherever they are. Management is responsible for employee engagement.

(Manage)ment = (Engage)ment 😊

Understanding what your employees really desire is the first step. (Hint: we don't enjoy a day off as much as we enjoy a surprise day off, isn't it?) 😊 The following are three things that employees expect from their bosses:

- ➡ **Opportunities for growth and development:** Regardless of the size of your team, prioritising employee development may have a substantial influence on employee engagement.
- ➡ **Appreciation and recognition:** Because managers have personal relationships with their staff, praise from their immediate bosses is typically more meaningful and genuine.
- ➡ **Communication and Feedback:** Making personal, meaningful ties with employees requires regular one-on-one interactions. It provides managers with useful information on what motivates (or demotivates) their employees.

3.2 Employee Hierarchy Of Needs



3.3 Some Staggering Numbers...

To start, here are a few riveting statistics regarding employee motivation/incentives in the workplace:

- ➔ A study conducted by Interact [\[23\]](#) demonstrated that the lack of appreciation by managers is employees' number one complaint (63%).
- ➔ Based on a study conducted by Bersin [\[24\]](#), the productivity of companies that have employee recognition programs are 14% higher than those that do not have any.
- ➔ The study also found that organizations that offer efficient recognition programs decrease their employee turnover rates by 31%.
- ➔ When managers recognize employees' contributions, their engagement increases by 60% [\[25\]](#).
- ➔ According to the study Workforce MOODTracker 2012 [\[26\]](#) (653 respondents):
 - 55% of workers said that they would quit their job for another company that recognizes their efforts and contribution.

- 47% of respondents indicated that lack of recognition is the main reason why they would leave their job.

- 82% of respondents indicated that appreciation is one of the key factors in improving their motivation.

- 78% of employees stated that they would work harder if they had more recognition from their employers.

- ➔ 41% of companies [27] that encourage colleagues to support one another experienced a significant increase in customer satisfaction.

- ➔ 46% of upper management in large-scale companies deem that incentive programs are an investment and not an expense.

- ➔ Companies that offer incentives and contests experience a 28% decrease in employee dissatisfaction vs other companies that do not have such frameworks in place.

- ➔ McLean & Company found [28] that a disengaged employee costs an organization approximately \$3,400 for every \$10,000 in annual salary.

- ➔ The Corporate Leadership Council [29] studied the engagement level of 50,000 employees around the world to determine its direct impact on both employee performance and retention. Here are two important findings:

- Engaged companies grow profits as much as three times faster than their competitors.

- Highly engaged employees are 87% less likely to leave the organization.



In a research prepared for the UK government (Engaging for Success: Enhancing performance through employee engagement) [30], David MacLeod and Nita Clarke found the following correlations to employee engagement:

- Companies with low engagement scores earn an operating income 32.7% lower than companies with more engaged employees.

- Similarly, companies with a highly engaged workforce experience a 19.2% growth in operating income over a 12-month period.



Organizations that formally acknowledge employee contribution experience, on average, a 14% increase [31] in their financial results.



A study by the Shepell-FGI Research Group [32] which was conducted in contact centres across Canada with over 10,000 participants found that:

- Each day, 10% of employees are absent.

- It costs over \$6,000 to train an employee.

- 34% of employees say they are sick because they don't feel appreciated.

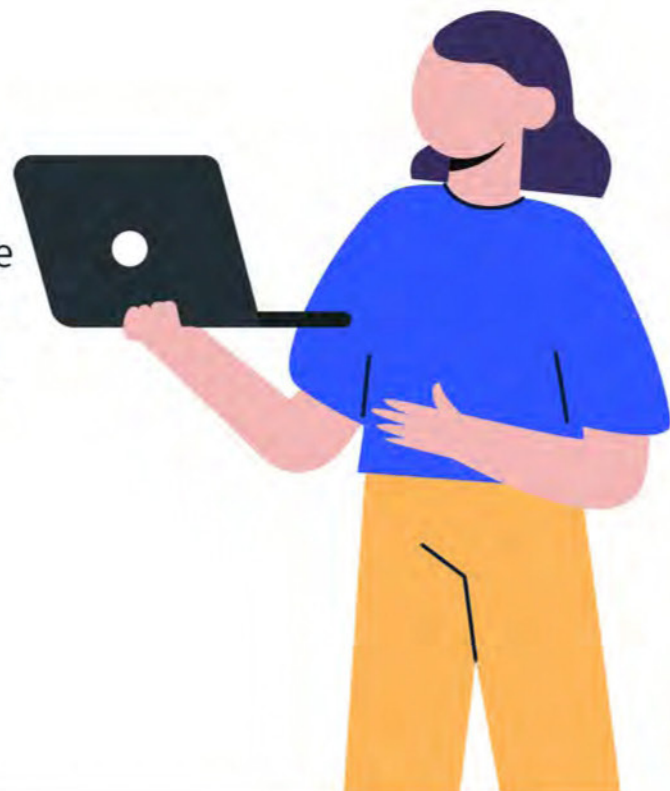
4. Employee Engagement Myths

Here are some common misconceptions about employee engagement:

Myth #1: Serious employees are engaged in their work

Employee engagement is not determined by how well employees perform their jobs or how often they come to work. Instead, it is determined by how they are performing their duties. Some employees might have a great attendance record but they might not be dedicated to the organisation.[\[33\]](#) This shows their disengagement at work.

Employees who are engaged see the company's interests as their own. They're also driven to learn new things, be more productive, and build effective solutions to contribute to the company.



Myth #2: Employee engagement costs a lot of money!

The majority of startups believe that employee engagement programmes or procedures require a significant investment. But this isn't the case! You don't have to spend a lot of money to do it.

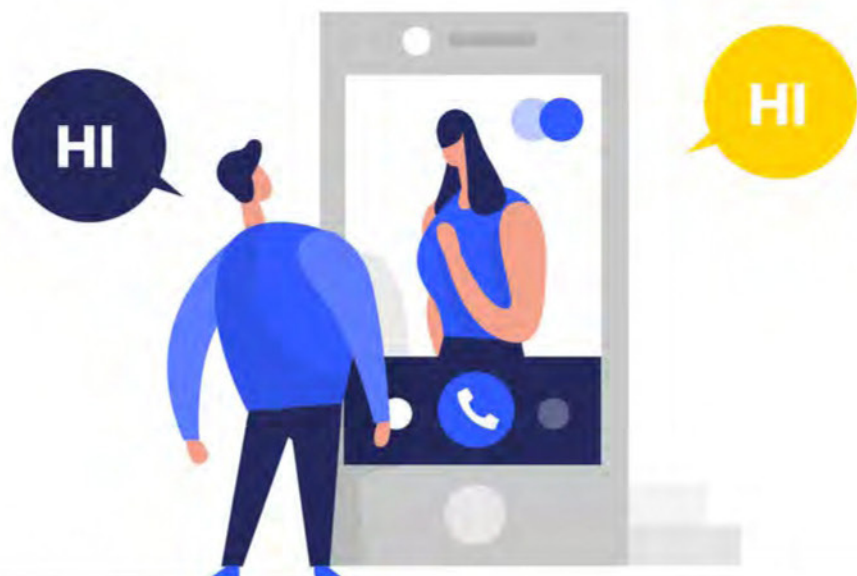
Companies may boost employee engagement by paying greater attention to them. Many of the [employee engagement tools](#) are both cost-efficient and successful. You just need the zeal to improve your company culture, everything else will fall into place.



Myth #3: It's the HR manager's role to keep employees engaged.

It is, in reality, a shared obligation. Employee engagement involves the engagement of all those involved in the process, from the beginning to the end.

While HR managers may decide to make employee engagement a priority on their own, it is the collective effort that will bear fruit. HR managers can encourage teams [34] to propose ideas for [improving employee engagement](#) and then implement the best ones.

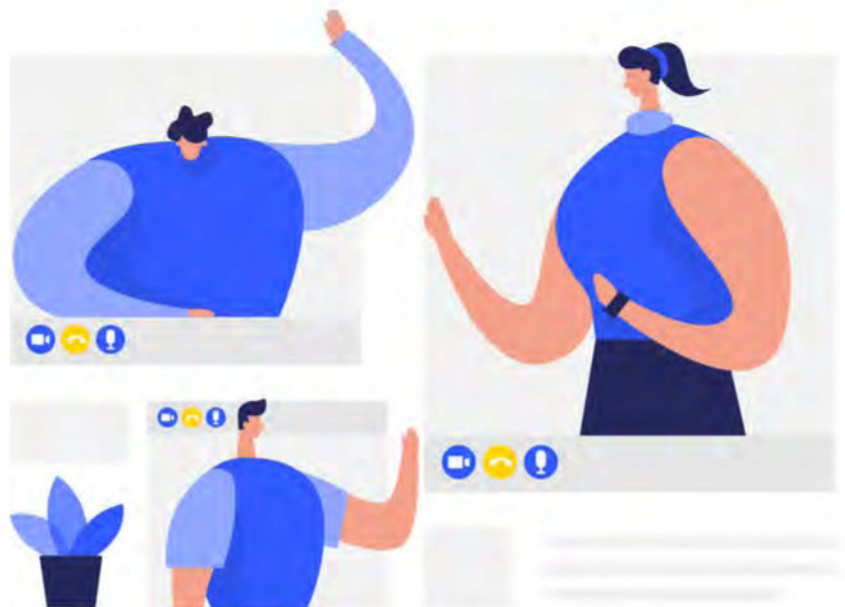


Myth #4: Employees that are happy are more engaged.

"Employee satisfaction is not the same as employee engagement."

This isn't to say that happiness isn't a part of employee engagement; in fact, it's an important aspect of the engagement ecosystem. It is critical to [have a healthy work environment](#). However, don't pin your expectations for a productive and engaged staff solely on a happy one.

What's the next step? The techniques (supported by data) that can assist your company to enhance employee engagement will be covered in the next section.



5. Effective Ways to Improve Employee Engagement

This is the most important part. We'll look at what steps you need to take here. 🚀

Are you looking for a way to boost employee engagement? Based on studies and research, here are nine successful employee engagement strategies: 📌



Thoughtful Onboarding

According to this study [\[35\]](#), organisations with excellent onboarding practices increase new hire retention by 82 percent and employee productivity by 70 percent.

An [employee onboarding process](#) is a wonderful approach to earn new employees' trust and show them that the corporate culture you promised is true. Let's take a moment to consider your own onboarding process: Does it stand out and excite new hires?



Your onboarding process must persuade them that they made the best choice possible. Here are a few excellent practices to consider:

- 👉 Show them around the office, take the time to introduce them to everyone, and come up with a fun activity idea.
- 👉 While introducing them to the team, engage them in an icebreaker exercise.
- 👉 Give creative welcome presents to your new staff.
- 👉 For new hires, establish a buddy system.
- 👉 Make the shift from onboarding to regular work cadence as seamless as possible.

Need more guidance? Read our resources 📖 :

[How Zimyo's Recruiting Software Can Up Your Hiring Game](#)

[How Effective Employee Onboarding Impacts The Performance Of The Organization](#)





Employee Communication

Employee communication is an important component of establishing a healthy work environment. It promotes collaboration and teamwork in your workplace. One thing to remember is that communication is a two-way street [\[36\]](#), and you must be willing to listen. Keep communication straightforward and free of jargon.

“High-performing firms are TWICE as likely to keep communications basic and devoid of jargon.” - According to the IABC Report [\[37\]](#)

For example, Dharmesh Shah, co-founder of HubSpot, launched a program called "Ask Dharmesh Anything" in which hub-spotters can directly communicate with him. It sounds great, right?



Recognize Efforts and Contributions

“When employees receive strong appreciation from their businesses, they are 78 percent more engaged.” - O.C Tanner [\[38\]](#)

Employees feel appreciated and driven to perform better when they are recognised for their accomplishments. They stay when they are acknowledged and develop a strong attachment to the company.



It is not always necessary for recognition to come from the top. Encourage peer-to-peer appreciation in your company; it's more effective and personal than "Manager to Employee Recognition" because colleagues have more interpersonal interaction than their supervisor.



Read this complete guide: [How To Frame a Rewards and Recognition Strategy for Remote Employees](#)

Birthdays, work anniversaries, and milestones should all be celebrated. It's a wonderful method to express your gratitude to them.

Consider implementing an [employee appreciation platform](#) that allows teams to contribute to the enrichment of your company's culture.



Start by Coaching Leadership

What do you need to know about your employees in order to influence, motivate, and engage them? Leaders are required. Excellent leaders!

Employees who work for Highly Engaged supervisors are 59 percent more likely to be engaged than those who work for Actively Disengaged bosses. - Gallup's Report [39]

Managers serve as a link between upper management and staff. They should be able to motivate others as well as manage teams. It's difficult to maintain motivation. Maintain accountability for your supervisors by training them.

“Everyone talks about the importance of developing a relationship with your customers. I believe you should start with your employees.” - Apple's Senior Vice President, Angela Ahrendts [40]



Prioritize Employee Wellness

“Actively disengaged individuals are 2.6 times more likely than highly engaged employees to feel uneasy at work.” - Bonusly [41]

Work and wellness are closely tied. It is also your moral responsibility as an employer to promote workplace wellness. And when we say wellbeing, we're referring to both physical and emotional health. It's also difficult to look after your employees' health when they work remotely.

When it comes to physical well-being, consider the following:

- Are your workers getting enough rest?
- Are they eating a balanced diet?
- Do they go for a daily stroll or exercise?

And how can you help them with their mental health?

- Conduct mental health training and workshops
- Provide workplace flexibility
- Organise enjoyable team-building activities. These exercises are simple and relaxing for your employees.



Read this complete guide: [5 Ways to Manage Stress & Improve Mental Health In Your Workplace](#)

[How To Cope With Mental Health Challenges During The Pandemic?](#)



Encourage Personal and Professional Development

“76 percent of employees are looking for ways to advance their careers.” ClearCompany

Invest in your employees' professional development by providing the resources they need. You can also provide them free access to a professional certification that will help them do a better job. Alternatively, you can hold workshops and seminars to keep them up to date on the latest technology and trends in their field.

You can also support projects that you are passionate about. Allow them the time and space they require to work on their passion projects.



Define Responsibilities

The formula is simple (yet effective):

Clear goals = Well-defined tasks 

Employees must understand the company's goals and how their roles contribute to them. They must comprehend why their position exists.

“Companies with a vibrant culture see a 4X increase in revenue.” - Smarp


You can build a comprehensive job description handbook that includes:

- A clear description of the roles and responsibilities that employees must fulfill.
- The necessary tools and instructional resources required.
- The necessary abilities and experience for the position.



Ask for Feedback

“When asked for feedback, 59 percent of employees reported feeling engaged at work.” - Qualtrics [\[43\]](#)

Employees are hungry for input. That's correct! 

They do, however, expect you to pay attention to their recommendations, concerns, and thoughts. Remember that your employees are the foundation of your company, so you should encourage them to provide feedback. Create an open-door culture that encourages constructive input.

A corporation that does not listen to its employees is likely to have disappointed employees. Have a look at some fantastic [employee engagement ideas](#).



Measure Engagement

“52 percent of senior managers believe surveys provide a highly accurate picture of reality”

You've implemented all of the best practices to boost employee engagement at your organisation, which is fantastic! How would you know if it's working, though? To comprehend your efforts, determine which areas require the most improvement, and establish a baseline for future practices, you must collect data.

But how are you going to do it?

The best method to discover how your staff is feeling and coping is to [conduct a pulse survey](#). Communication, happiness, motivation, relationships, growth, employee satisfaction, and engagement are all topics that can be covered in your survey.

The findings of the survey will assist you in acting swiftly and making better judgments. I hope these employee engagement ideas are useful to you. Now it's time to move on to the next section.

6. Must-Have Employee Engagement Tools!

Employee engagement does not have to be a laborious process - there are a few excellent solutions available to assist you in achieving your goals.



Communication:

When it comes to employee engagement in the workplace, communication is the most important factor to consider. With the help of these tools, you may make your office communications a breeze:

[Organization Social Networking](#) Virtually network with your company and organise virtual fun activities to strengthen internal relationships.

[Breakroom](#)

Provide virtual fun activities, organize events, or conferences to make remote work fun and engaging.

[Discussion Room](#)

Hold appraisal sessions & engage in meaningful conversations about company policies.



Employee engagement does not have to be a laborious process - there are a few excellent solutions available to assist you in achieving your goals.



Feedback and Surveys:

Regular feedback and surveys will give you the information you need to develop a great corporate culture and track employee engagement.

[360-Degree Feedback](#)

It allows companies to acquire a clear image of an employee's performance, capabilities, and habits by collecting feedback from coworkers, reporting managers, and other teams.

[Senti-Meter](#)

Helps you create customised surveys or polls to get a sense of how your employees are feeling.

[Announcements](#)

Create a company album, make business announcements, share news and notifications, and celebrate achievements.



Recognition and Appreciation:

This is the moment we've been looking forward to! Employee recognition is also available on our platform, Zimyo. 🤗👏

Employees can praise and recognise the efforts of their colleagues, juniors, or bosses for a job well done by giving Kudos or Shoutouts. It strengthens professional ties and gives people a sense of belonging.

7. See Employee Engagement In Action!

Building an engaging, people-first workplace culture starts with implementing an effective employee engagement plan. Like every other organisation, we also faced a huge challenge: How to manage and keep teams motivated? 😞

We needed a solution that was both fun & functional for our employees to appreciate their coworkers for doing something worthwhile. It could be a small gesture or action that contributes to the formation of a cohesive team and companionship, allowing us to achieve our aims and aspirations.

That solution was Zimyo's [employee engagement software](#). We constructed it for ourselves after struggling to find something that fit our requirements. Then we considered how many other businesses must be dealing with the same problem.

They had the same dilemma. We developed the tool to promote it for organizations who feel that significant success can only be achieved with a fully engaged workforce.

Our employee [recognition and rewards platform](#) enhance your corporate culture while also providing a sense of satisfaction in the workplace.

Author Bio



Arpita Gulyani
Content Specialist



Creativity & Wit - That's what I think sums me up the best!

Dating back to my school days, when I was an avid reader of fiction, I discovered my interest in writing. But, starting my career off as a freelancer, made me fall more in love with it!

Leaving my science subjects to enroll in the Bachelor's program for journalism & mass communication was one of the best things that brought me where I am today!

Climbing up my ladder of experience in the field of content writing, I completed my graduation, pursued various content writing jobs, explored writing & learned the nuances of different genres of content. The only thing that has always kept me going is my intellectual curiosity!

Working in the content writing field for a span of 3 years has made me get the hang of it as a profession and as a career. From writing online blogs for websites to penning scripts for visual content, my work experience has been quite diverse.

In short, I know how things work and how to make things work when it comes to writing. 🧑💻

Reference Links:

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