

## AT A GLANCE.

Employees, managers, and companies must continually focus on engagement to fully maximize its impact on performance and the bottom line. That means:

- Communicate about employee engagement constantly, even when a Gallup Q<sup>12</sup> survey is not taking place.
- Ensure that there is commitment to employee engagement from all levels of the company, including the highest levels of leadership.
- Hold managers, employees, and leaders accountable.

# KEEPING EMPLOYEE ENGAGEMENT ALIVE

## IMPORTANCE

The secret to organizational growth and improved performance outcomes is sustaining employee engagement. Only when you maintain employee engagement does it lead to improvement — when employees are continually working toward team goals and looking for new ways to further team success. Engagement is never done; you must keep it alive and strong.

To maintain momentum after the survey, follow these steps:

### 1. **Communicate about employee engagement constantly.**

It is important to regularly hold conversations about engagement and discuss the team's progress on their goals. This means holding monthly team progress meetings and making engagement part of daily conversations. Leaders should frequently check that employees have all of the resources they need to achieve their goals. Routinely celebrate team successes and recognize growth. Keep the lines of communication open about engagement.

### 2. **Ensure that there is commitment to employee engagement from all levels of the company.**

From the leadership team down to front-line employees, everyone needs to be on board with engagement. It is important for leadership to communicate their commitment to regular engaging conversations and support for team goals. Unify the company with periodic, company-wide meetings to update everyone on progress and highlight team success.

### 3. **Hold everyone accountable.**

Gallup's research shows that one factor contributes to the most substantial performance increases: accountability. Hold managers accountable for team engagement levels, and hold teams accountable for progress on their goals. Encourage managers to use various strategies for accountability. In addition to monthly engaging conversations, leaders should post progress on goals and send regular reminders about action items. Raising the bar and regularly setting new goals are vital to building sustainable engagement.

## FOR EXAMPLE

Here are some suggestions for sustaining engagement:

- ✓ Use the resources in the Gallup Employee Engagement Center Dashboard for planning, identifying best practices, and establishing accountability.
- ✓ Establish minimum engagement standards and integrate engagement metrics into performance management.
- ✓ Publish engagement results and goals. These should be transparent and accessible to everyone in the company.
- ✓ Weave engagement concepts into learning initiatives and regular communication pieces in the company.
- ✓ Send managers email reminders to weave employee engagement into regular communication with their teams.
- ✓ Schedule company-wide “reflection” days to review engagement levels.