


**Great
Place
To
Work[®]**

Renewing Your Commitment to Your Employees.





Think being a best workplace simply means generous pay checks and cappuccino machines? While your employees probably won't mind either, don't fall for the myth that salaries and perks are all that it takes. Building a company that employees admire, respect and want to help succeed goes far beyond good coffee.

The best workplaces usually have a few things in common. They offer employees flexibility and strong benefit packages, including fair wages. They have environments that inspire people to give their best every day, and they value employee feedback, recognizing that employee engagement is paramount to success.

To foster a business environment that achieves crave-worthy status:

1. Define Your Mission, Vision and Values

Employees are more engaged when there's a goal they can get behind and a purpose to inspire them. Your core values and mission statement are the foundation of your company culture, which plays a large role in how engaged your employees are. Start by creating a concise list of company core values, then train each employee in these values. Doing so will guarantee employees understand the importance of the company's values, how they positively impact the business and what's expected of each individual.


Lead by example and hold every member of your team accountable. Failing to do so, will foster a bad company culture of distrust that will disengage employees.

2. Build a Strong Company Culture

Typically, HR has an imperative mission to create a well-built, sturdy workplace culture. Naturally, this task often begins with the recruitment process and choosing applicants who may fit the profile of being experienced for the role at hand, shares the organizations beliefs and will of course fit right in with the already established ethos of the company.

A strong company culture is often the fundamental factor among companies that are successful and on the contrary an unproductive culture can negatively affect the organization and its leadership. If, on the other hand company beliefs and values are widely shared and sturdily upheld, enhanced trust and more proficient decision making is likely to be the outcome.

Key components of a strong company culture include:



Valued Employees - A positive culture is the key to employees who feel valued. Make employees feel comfortable to communicate and collaborate with colleagues across all levels of the organization, both professionally and personally.

Opportunities to Grow and Learn - Prioritize individual development. Professional and personal development are two key contributing factors to an individual's success. Lend support your employees, especially those hungry for knowledge and they will become more engaged and motivated.

Diversity and Inclusion - Inclusiveness should be a priority in every aspect of an organization. Create a culture whereby diversity is manifested through open communication and regular training for all.

Workplace Trust – Create a culture based on genuineness and trust. This approach creates an inclusive environment where employees can feel open to give feedback and open to discuss suggestions.

3. Inspire Employee Engagement

An employee who is disengaged is akin to a car without an engine. Neither work very well without the other, right? To completely engage with an employee, HR leaders should connect with employees and be the leader that drives conversations around the betterment of the team. Remember, a business is only as productive and successful as their employees. However, do not be discouraged, it can take time and commitment to inspire employee engagement, HR leaders who desire their workplaces to be a great place to work can start by implementing a few initiatives to make employees feel appreciated:

Show Gratitude – Managers should show employees that they are valued. Help them to see that their role in the organization matters and that their work aids in the advancement of the business.

Ample opportunity for Growth - HR leaders should ensure that managers and employees alike, are given the opportunity for development. The ability to learn a new skill often makes employees feel engaged and appreciated. Encourage managers to build training plans for their teams and invest in training or mentoring to help them achieve their career goals.

Feedback – Easy regular check-ins between managers, employees and peers allow for people to see the link between their hard work and the success of the organization. Encouraging feedback produces a workplace culture where hard work gets acknowledged and appreciated.

4. Nurture Employee Morale

Set your employees up for greatness! Think about it, why wouldn't you want to hold on to an employee who at one point, was recognized to have great potential? In other words, extraordinary and results driven employees are oftentimes, nurtured by impeccable leadership.

While there are probably a plethora of factors which contribute to decreased employee morale, it is important to preserve or even boost employee morale to increase retention.

How, you ask? Well, some of the key contributors are compensation, lack of opportunities to develop and, not feeling recognized and feeling disconnected. Although it may seem a near impossible task, by simply investing in your employees an organization can show that it cares about their happiness. In fact, in the 'perfect' working world morale-friendly policies can contribute to a friendly, inclusive company culture from day one.

Help employees to stay motivated and productive by:

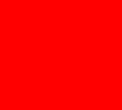
Building a positive work environment - The workplace should be a place of encouragement and productivity. Encourage employees to collaborate, share knowledge and listen to one another. Employees can also flourish when given more challenging tasks which take them out of the same day to day routine.

Teamwork makes the dreamwork – Teamwork prompts individuals to learn to trust and look beyond just their role within the organization. Encourage employees to be responsive and dependable and unveil their creativity through working with others.

Eradicate discontent - The desire to stay focussed within the workplace is usually dependent on one's happiness and job satisfaction. With that being said, leadership should do whatever it takes to eliminate elements that could be deemed the source of dissatisfaction and actively work towards addressing them.

5. Take Care of Your Employees

Taking simple actions to take care of your people, will ensure they take care of business. Think about it, it makes perfect sense that employees will be more productive and dependable if a company treats them well, right?



Acknowledge the efforts of your employees and reciprocate it, create a healthy work environment with structure and clear goals and your team will be able to work together productively.

Know what's important to your employees individually, so that you can truly get the best out of everyone in the organization. In a nutshell, creating a kind and pleasant environment with structure and clear objectives, enables your team to be on the path of success and achieving reciprocity.

Incentives to think about are:

Compensation – Paying employees fairly is often a difficult topic that no one wants to openly discuss with their employer, however it can become very costly to enter the cycle of replacing staff often. Encourage transparency within the workplace when it comes to your company's pay structure, survey your employees annually and be open and genuine about company policies and practices.


Work life Balance – Engaging in communications with employees about their lives outside the office is part of being a good leader and encourages a healthy work-life balance. However, not only is it common for employers to take a one size fits all approach when getting to grips with employees' health, wellness and work life balance, ideas such as flex-time, work from home opportunities and increasing paid leave often go overlooked also.


Create an environment where employees can thrive! Offer benefits that will help them achieve their goals, not just at work, but in all areas of their lives.

6. Ask for Feedback

Feedback is essential for the expansion and advancement of your organization, not to mention the growth and development of teams within different departments. HR leadership should encourage managers especially, to gather ongoing feedback from employees. Otherwise, how else will they identify areas of strengths and weaknesses? To make constructive decisions pertaining to their team, it is imperative managers understand opinions and are instrumental in making the workplace a pleasurable one. There are several benefits of asking your employees for feedback.

Trust - Whether your role is in HR leadership or management, having the ability to build trust and relationships is one of the most important qualities you'll possess. The relationship you have with your employees will be mainly built on trust and true openness.





Asking for feedback and encourages open dialogue and helps to bring about trustworthiness between the organization and its employees.

Managers' Attention and Awareness: Employees who feel listened to and supported by their managers often feel more content at work and perform better. Attempting to gain feedback from employees can shed light on blurred situations. Once a manager can gain insight on how engaged their employees are at work, they can start to make relevant changes across the organization.

How to Inspire Your Employees to Give Their Best

We all know that happy employees are more likely to stay with the company, take good care of customers and do what their boss needs. Sometimes it may feel like developing engaged employees is impossible. However, satisfied employees don't have to be mythical creatures, sighted as frequently as unicorns in the forest.

With care and hard work, you can create a workplace environment that supports employee happiness. And it may not be as difficult as you think.

The key is for you to recognize the difference between being a manager and being a leader. A manager plans, organizes, assigns and follows-up. A leader influences, motivates and encourages.

Your role may require you to excel at both skills to be successful. But, the leadership component means you must build good relationships with employees in order to influence, motivate and encourage.


1. Pay Attention

Paying attention to your employees' thoughts and needs help you create a culture that lends itself to measurable success. Don't leave culture to chance. Invest time, energy and resources into getting a pulse on what's happening in your workplace.

Develop your leaders. Remember, leaders have the control to influence how employees feel. Use this power to empower your employees and watch them glow and become high performers!

2. Meet Them Where They Are

In order to meet your employees where they are, you must first try to understand exactly where that is. In the process of figuring that out, it might be worth taking the mystery out of things and just asking them what you want to know!





Begin communications and open the transparency levels of your organization.

Let everyone know they are appreciated for the work that they do and celebrate every win, big or small. To ensure your employees continue to feel valued, overcommunicate. Communicate your organization's goals, vision and mission now and beyond.

Your product or service is what matters to your clients and by investing in your employees you are able to build an invaluable trusting relationship. Help your employees contribute their best, show compassion and help them figure out whatever they need to thrive.

3. Communicate Expectations

Clear expectations get clear results. Ensuring that your team members know what is expected of them and that leadership is communicating this effectively is key to being able to lead competently. If expectations aren't communicated clearly, employees aren't going to be aware of their progress or even, lack thereof. This is a recipe for an unmotivated and disadvantaged team.

But it doesn't have to be this way. Communicate your expectations clearly, set realistic goals, tasks and deadlines – do this consistently. Having these discussions regularly guarantees everyone will be on the same page.


4. Be Open and Available

When What does having an open-door policy even mean? It means just that. Manager's doors are open to every employee. Being open and available encourages open communication, an environment where employees are free to give their opinions and reassurance that workplace concerns can be expressed without worry.

Use this means of communication to understand how your employees are feeling and to perhaps breed new ideas and to decipher any problems.

There are many benefits to an open-door policy:

Flow of Communication – Workplaces with an open-door policy typically have way of entry to important insights about the business. Closing the door to employees means managers might just find that they aren't privy to information about what's happening within the company and may seem distanced from their team.



A Friendly Culture – An open door can simply help strengthen the idea of a friendly workplace culture and actively display a manager’s desire to form a relationship with employees. A closed door on the other hand, can have a negative impact, as employees may start to feel they are being shut out.

Access – Giving employees a great deal of access, can make employees feel more comfortable to stop by and share issues or ideas to your attention. It takes the formality out of the situation and leads to more openness and understanding.

5. Give Them Opportunities to Shine

Content employees often means that they can have opportunities to grow within the company or current role. To ensure employees have growth opportunities, HR leadership should develop and communicate pathways to growth. On the contrary some employees need nothing more than just to be acknowledged for their hard work. Either way, you already having skilled workers in the pipeline, which means you have the opportunity to help them shine!

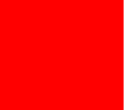
You’ve already hired the top talent and now your best contribution to your team is to boost their confidence and give them a reasonable amount of acknowledgement for their positive contributions. – In essence, celebrate the wins that highlight your employee’s skills.

Though, the modern workplace has changed a great deal, rewarding your best employees should not go overlooked and investing in them, will be your most important return on investment by far! Leaders who present the opportunity to shine often create a warm, inviting company culture, where top performers love to come to work. Let’s face it, that makes a huge difference in productivity and talent who is far more likely to stay and grow with the company.

To Sum It All Up

Renewing your commitment to your employees takes time and substantial investment. But the effort can drive results to positively impact your business.

Your strong workplace turns your employees into high producers and company ambassadors that see no reason to leave. That in turn can attract new employees, customers and the attention of the community. As your profile in the community grows, your brand awareness grows, which can simplify your sales and marketing efforts. Over time, these things feed each other.



The process can also yield valuable information to help improve your company across the board. You'll see your company through your employees' eyes, including where you might need to improve in order to continue being a Great Place to Work.

Start your journey toward renewing your commitment to your employees today!

Our mission is to build a better world by helping organizations like yours, shape a great place to work piece by piece.

We'd love to hear about your organization and understand how best we can help you improve employee engagement and encourage the stars within your team to shine. For information on how Great Place to Work® can assist, talk to us today to be on the path of success and building a great workplace for all.