

Communicating Benefits Clearly

TOP TIP	COMMENT
1. Define your terms	Ask what an engaged workforce would mean to your organisation. What is 'engagement' – involvement, commitment, positive attitude? What would optimum engagement look like? How would it differ from the current state of play?
2. Make the business case	Improved engagement should mean improvements in performance levels, customer satisfaction, a drop in staff absence and turnover, and ultimately, an improved bottom line. Make the business case for an organisation-wide commitment to increasing engagement.
3. Measure attitudes	By conducting regular employee attitude surveys, you can gauge the level of engagement of your employees. Do they enjoy their jobs? Are they committed to the organisation, its goals and values? Do they happily help out their colleagues? Do they go the extra mile?
4. Set targets	Agree your targets for employee engagement and get sign-up – from the top down. If a culture shift (eg to a more participative vision) is required, make sure senior management are prepared to make that shift. Ensure staff understand what you're doing and why.
5. Create a sense of purpose	Communicate the company's values and purpose. Staff need to see the value in their work and its place in the organisation's mission. For instance, in a law firm, they may want to know that high-quality services are delivered ethically, making a positive difference to clients' lives.
6. Help staff feel valued and involved	Drivers for improved engagement include: good line management, the potential for training and career development, job satisfaction, communication, commitment to staff wellbeing, equal opportunities and work/life balance. Empowering staff to get on with their jobs independently, make decisions and achieve their goals is also crucial.
7. Improve communication	Good two-way communication is central to engagement. Keep employees informed about your plans for the organisation – and do what you say you'll do. Encourage staff to contribute their ideas on how their jobs can be improved. Solutions that have worked for employers include inviting staff to talk direct to the managing director in special sessions; and setting up problem-solving groups.
8. Manage performance	Employees who have a personal development plan, and who have received a formal performance appraisal within the past year, have significantly higher engagement levels than those who have not. Make sure every line manager understands this and follows through
9. Introduce online flexible benefits	Flexible benefits are more highly valued than traditional benefits and a boost for recruitment, motivation and retention. They give employees the opportunity to choose the package that suits them. This involves them directly while demonstrating that you recognise their individual needs and lifestyles.
10. Talk to Portus Online	We understand the links between reward and engagement. We will listen to the needs of your organisation and help you to bring in flexible benefits in a way that will increase employee engagement. Get in touch to find out more!

For further information please either email or telephone your normal client relationship contact. Alternatively, email lucy.reynolds@portusconsulting.co.uk or telephone Lucy on 01926 331372

Important Notes

Generic information – this overview is for information purposes only and does not represent specific advice.

Taxation and Legal issues – all information is based upon Portus Online's understanding of current HM Revenue & Customs regulations and practice. These are subject to change on a continual basis.

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