

Building and Enhancing Employee Engagement and Retention

Assessing Where You Are and Determining What Needs to Be Done

Engagement Drives Success

Highly engaged employees are likely to stay with the company, be an advocate of the company, its products and services, as well as contribute positively to the bottom line business success.



FOR MORE INFORMATION CONTACT

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What is Employee Engagement?

Employee Engagement represents the strength of the relationship between the employee and their work. Evidenced by job involvement, engagement drives individual performance.

Engagement is more than simply job satisfaction. It also encompasses company commitment, career development, and work relationships -- manager, team and customer.

What Is the Best Way to Measure Engagement?

Burke advocates the use of a comprehensive index to assess current levels of engagement as part of a broader employee survey.

- Burke utilizes the **Employee Engagement Index (EEI)**, which incorporates the six engagement components shown below:



- By utilizing a holistic model of engagement, an organization can better understand and address its complexities.
- When an individual connects on all six components, they are more likely to have sustainable engagement than if they connect on one or only a few of the components.
- By incorporating the EEI as part of a broad based employee survey, the drivers can be customized to best fit each unique organization's environment and objectives.

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10 Ways to Enhance Engagement

- Promote a culture of trust
- Value employees for their contributions
- Provide rewards and recognition as earned
- Involve employees in decisions about their jobs
- Provide frequent and ongoing communications at all levels
- Create a diverse and inclusive culture
- Promote teamwork and respect
- Seek feedback and act to make improvements
- Offer development opportunities
- Build positive customer relationships

Let Burke Assist in Moving Your Employee Engagement Up to the Next Level

By understanding and enhancing the drivers of engagement, an organization is able to improve and enhance enterprise engagement leading to improved business performance. Contact Burke to gain the knowledge and resources necessary to improve your organization's employee engagement practices.

Founded in 1931, Burke is an independent, full service research and consulting company. Burke utilizes state-of-the-art research execution, advanced analytical techniques, and leading edge technology to provide decision support solutions to clients across all major industry sectors.

The key to engaging employees is to be able to impact the influencers of engagement in a positive manner. Often, an organization first must identify key employee segments and then define engagement influencers based on those segments. Common employee segments include tenure, job type, industry, gender, and age.

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