

MANAGER'S GUIDE:

5 steps to improving employee engagement



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INTRODUCTION

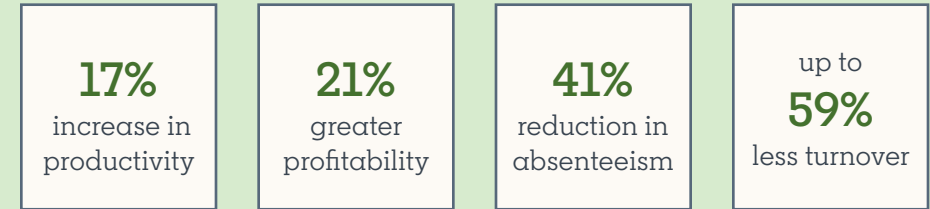
Impact of employee engagement

Employee engagement measures how connected, committed, and motivated an employee feels.

Engaged employees provide value not only to their work, but to their teams and organizations. They stay with the company longer and support their colleagues more often.

Here are five steps you can take to improve employee engagement — and keep track of it over time.

Companies with highly engaged workforces see:¹



Unfortunately, few employees are engaged at work:



¹ Gallup, *The Right Culture: Not Just About Employee Satisfaction*

² Gallup, *State of the Global Workplace*



38%

of talent professionals agree that their company needs to create a culture that inspires employees.³

HOW TO IMPROVE EMPLOYEE ENGAGEMENT

Cultivate a positive culture.

Your company culture plays a major role in shaping your employees' outlook on their work and their motivation to be dedicated to your company.

- **Assess your current culture.**
Meet with a diverse group of voices from across departments, positions, and levels. Ask how they view the culture today and what changes they'd like to see.
- **Act on feedback.**
Listening without acting damages employee trust in your organization. Employees who don't believe their company will act on their feedback are 7x more likely to be disengaged than those who do.³
- **Give candidates a clear picture.**
Help candidates decide if they're a culture fit by building authentic [LinkedIn Career Pages](#), saving interview time for culture-specific questions, and creating a culture deck (tip: start by aligning your culture with your company mission).

Encourage empathetic leadership.

Engagement soars when managers listen, support growth, and build trusting relationships.

Lead with empathy.

Good managers are sensitive to their employees' feelings. For example, pull an employee aside rather than singling them out in front of coworkers.

Discourage micromanaging.

Micromanaging can be demoralizing and make employees feel untrusted. Train managers to give their teams space, while still encouraging employees to seek more guidance when needed.

Encourage diverse thoughts.

Make your workplace a safe space to share different perspectives. This is important for employees from underrepresented groups who often get less advocacy and advice from leadership.

70% Managers account for at least 70% of variance in employee engagement scores.⁴



HOW TO IMPROVE EMPLOYEE ENGAGEMENT

Recruit the right people.

Hiring the right talent directly impacts business performance. The right hire will stay engaged, productive, and satisfied longer — leading to higher performance and lower turnover.

- **Hire for potential.**
Search for motivated candidates who are seeking a challenge and who can grow with your company. Look beyond hard skills to identify someone who demonstrates the right **soft skills**.
- **Be transparent.**
Don't try to hide the less exciting parts of a job. It's okay to frame things as growth opportunities, but it's better to find someone who will thrive in a challenging role, rather than someone who will just put up with it.

LinkedIn Recruiter

Find the **right talent** faster by filtering for people with the right skill set.

LinkedIn Talent Insights

Collect **real-time data** to spot trends over time and learn what skills your team will need in the future.



HOW TO IMPROVE EMPLOYEE ENGAGEMENT

Create a sense of purpose.

Everyone wants to feel like their work is meaningful. Strengthen morale and boost job satisfaction by showing employees that what they do matters.

Emphasize your mission and values.

Make sure employees are clear about what your organization is trying to achieve, what you stand for, and how they can contribute.

Recognize individual contributions.

Group achievements are important, but so is each employee's specific role. Let them know their hard work is appreciated — publicly or privately, according to comfort level.

Celebrate their impact.

Share your employees' work to show them how it's made a positive impact. Your company's social media can be a powerful tool to celebrate wins and build a sense of pride.

50% of employees don't find meaning in their work — but those who do have 1.7x the job satisfaction, are 1.4x more engaged, and remain with a company 3x longer.⁵



8 in 10

Nearly 8 in 10 employees report experiencing burnout at work.⁶



HOW TO IMPROVE EMPLOYEE ENGAGEMENT

Promote work-life balance.

Employee burnout hurts engagement and decreases retention. Give employees time to recharge so they're better equipped to manage day-to-day stresses and be more productive. This is especially important in remote environments, where work and personal space can easily blur together.

- **Offer flexible work options.**
Life doesn't always fit easily around work. Show your employees you trust them by letting them adjust their schedules.
- **Normalize healthy working habits.**
To help employees leave on time and take all their paid vacation, encourage managers to lead by example. If their bosses work at all hours, employees may feel pressured to do the same.
- **Help employees manage their workloads.**
Employees who have too much to do are more likely to adopt unhealthy working habits. Prevent this by keeping track of team members' workloads and helping them off-load tasks.



Try using this [template](#) to set expectations with coworkers.

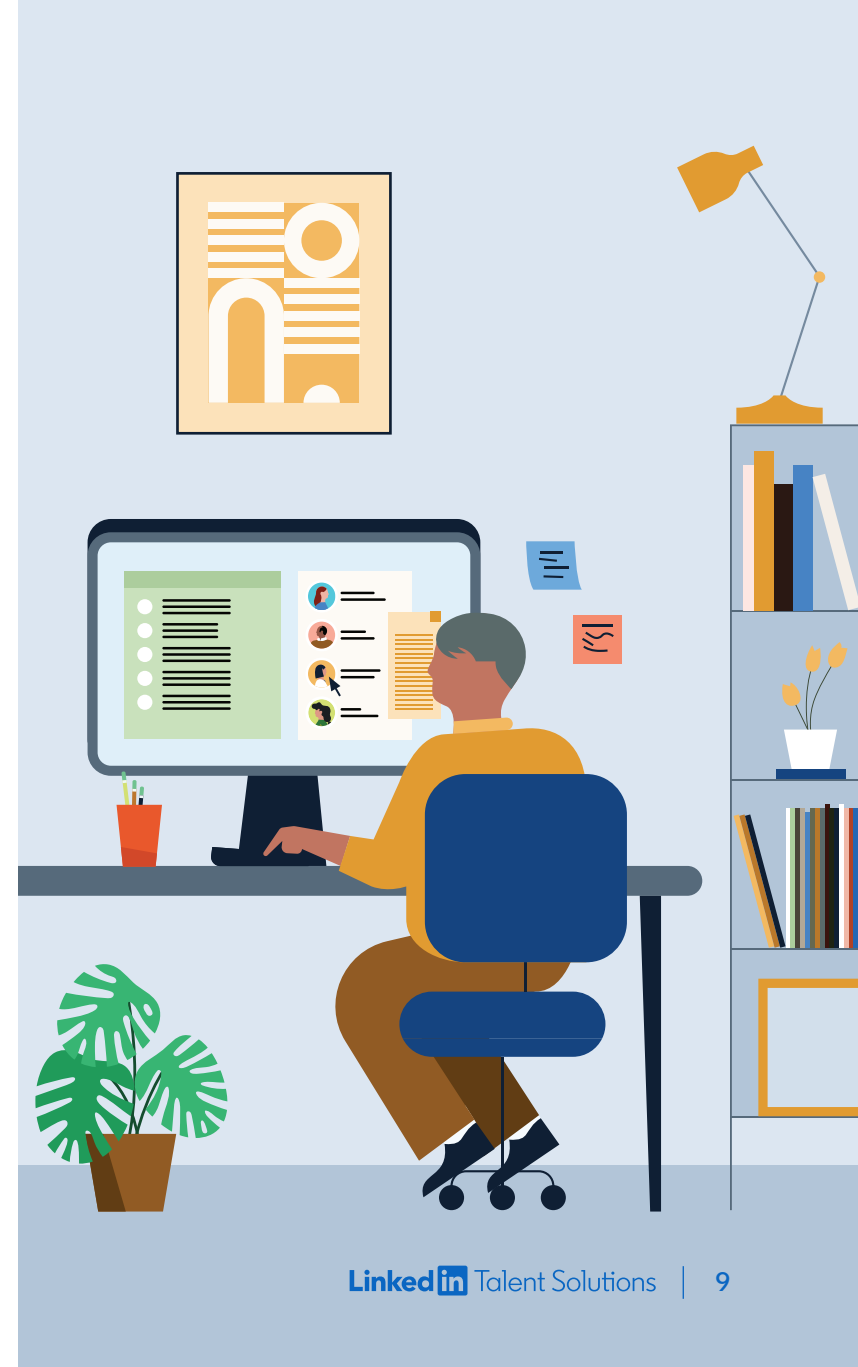
CONCLUSION

Always be aware of employee engagement.

Ultimately, employee engagement is about helping employees feel connected. When employees feel like they belong to a team, they are more likely to support each other and the company.

But just because your employees are motivated today doesn't mean they'll stay that way. Keeping on top of employee engagement and working to improve it can help you avoid bigger problems down the line.

Regularly reassess your recruiting approach, develop supportive managers, and keep an open dialogue to maintain a cohesive team that's excited to stay for the long haul.




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