

Employee Engagement – What Is It?



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Module Content



Understanding
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Engagement



Understanding the Concept of Employee Engagement

What does the phrase really mean?



The Concept of Employee Engagement



Employee engagement is arguably another buzz phrase of modern times. In other words, people use it quite frequently and in several different contexts, often without truly understanding its meaning.

So, the question you have to ask yourself is, 'what do you think it means?'



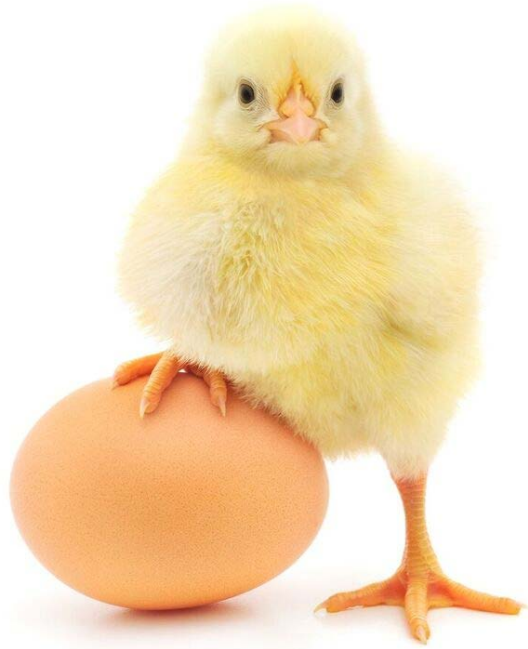
The Concept of Employee Engagement



If you do not have a clearly defined answer as to what employee engagement is, then how can you possibly expect to use it as a management tool to improve individual performance and organisational profitability?

You have to truly understand the concept of employee engagement and why it is important in order to apply it effectively.

The Concept of Employee Engagement



How to achieve a level of employee engagement will be looked at in detail in a later module. That said, a very simple solution is to make the work place friendlier.

Employee engagement and the concept of a friendlier work place are so interconnected that it is virtually impossible to have one without the other; there is a strong argument that one automatically leads to the other.

Definitions of Employee Engagement

How would you define employee engagement?



Employee [noun]

“someone who is paid to work for someone else”

Engagement [noun (INTEREST)]

“the fact of being involved with something”

“the process of encouraging people to be interested in the work of an organization”

<http://dictionary.cambridge.org/dictionary/english>



Employee Engagement

“Being positively present during the performance of work by willingly contributing intellectual effort, experiencing positive emotions and meaningful connections to other.”

<http://www.cipd.co.uk/hr-resources/factsheets/employee-engagement.aspx>



Employee Engagement

“Employee engagement is a workplace approach resulting in the right conditions for all members of an organisation to give of their best each day, committed to their organisation’s goals and values, motivated to contribute to organisational success, with an enhanced sense of their own well-being.”

<http://engageforsuccess.org/what-is-employee-engagement>



Our Definition of Employee Engagement



Employee engagement is about involving your employees in the business and making them feel valued.

It is about allowing them to make positive contributions to the business and making them want to help the business succeed.

You can argue that employee engagement is a state of mind.



Summary



It is important that you understand what is meant by the term employee engagement. If you do not comprehend it's meaning then you will struggle to fully appreciate its relevance and apply the concept appropriately and to maximum effect.

There are multiple different definitions, including ours, but the bottom line of all the different definitions is really this:

Positively involving employees, in a mental capacity, in the success of the business.

