

Employee Engagement Checklist

10 actions to creating a winning engagement strategy

Engaging your employees boosts your productivity, retention and business growth. It's not just about perks but making sure your people feel valued and see the impact their efforts bring to supporting your organisation. Highly engaged employees are 87% less likely to leave and 43% more productive, so it's critical to get the right processes in place.

Here's our top 10 tips to help you make the most of your engagement strategy:

1. Create a clear vision of what you want to achieve in an engagement strategy. What should employees be involved with? What are the company values? What culture do you want to create? How will you measure employee interactions?
2. Communicate strategic goals with employees in mind. How will they benefit? Why should they care? Be consistent and use agreed platforms to ensure everyone has access.
3. Invest in your leaders to inspire others to follow. Consider what soft skills training might be required to support managers. Create visibility around what leaders are planning and show adherence to company values.
4. Make company values meaningful so they guide decision-making and behaviour. For example, if sustainability is a value, communicate where waste can be reduced, encourage recycling, discourage printing and consider cycle to work or car share schemes.
5. Listen to employees and provide them with a voice that can contribute towards change. Survey what they love and what frustrates them within their role and the wider organisation.
6. Create a culture built on trust that has people at its centre. Clearly set expectations. Encourage open communication, collaboration and invite idea sharing. Ensure leaders share the roadmap for the company's growth. Don't be afraid to communicate around sensitive subjects – address them openly.
7. Provide regular feedback to employees. Check-ins provide consistent, regular catch-ups between managers and employees to discuss performance, progress and development.
8. Show you care about employees. Whether that's through a formal 'employee of the month' award scheme, or simply thanking teams for a job well done, it's important to ensure everyone feels valued for their time and effort.
9. Ensure that you have the right digital tools to support employee needs. Invest in technologies that allow employees to collaborate and

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communicate, as well as keep in touch with company news, whether they're remote or in the office. Consider training, learning, and achievement sharing as part of your requirements.

10. Celebrate success and achievements - large and small. Whether that's publicly or just a quick email to say well done, it's important to give credit where it's due and should be encouraged between colleagues as well as leaders.