

# Five Steps to Reinvent Your Employee Engagement Strategy

**Juliet Strong**

VP of EMEA Marketing, Lattice



# Welcome!

- Thank you for joining us!
- Please use the Q&A tool to ask your questions
- This session is recorded and you'll receive a link via email
- Find resources in the 'Docs' tab to go deeper into each of the 5 steps we'll cover today
- Use chat or 'raise a hand' if you have technical problem





**Juliet Strong**  
VP of EMEA Marketing  
Lattice



# Engagement is more important than ever

83%

chance of higher performance when businesses having high engagement.

50%

or above engagement levels has been linked to higher retention rates and lower turnover rates in organisations.



---

# STEP 1: Listen to (and learn from) your employees



# Types of survey data



## Engagement Surveys

- Longer surveys that happen less frequently
- Cadence: twice a year



## Pulse Surveys

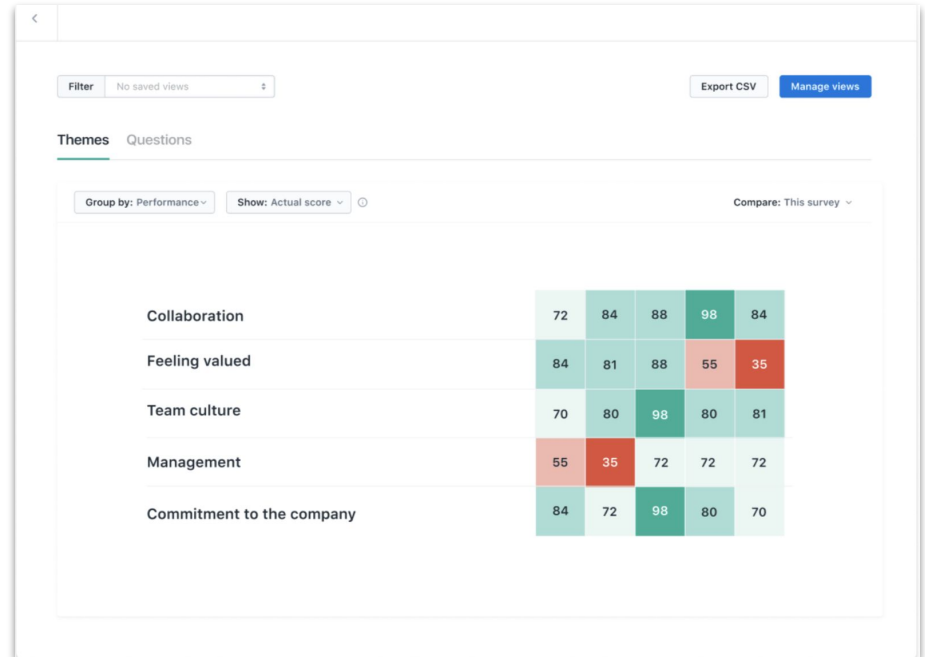
- Short, recurring surveys that give you a “pulse” of sentiment closer to real-time
- Cadence: weekly to establish a solid baseline.



# Look at cross-sections

## Cross-sections to consider:

- Gender
- Race
- Caregiver Status
- Performance Ratings
- Location
- Work status



The screenshot shows a dashboard with a filter set to 'No saved views', 'Export CSV', and 'Manage views' buttons. The 'Themes' tab is active, and the data is grouped by 'Performance' with 'Actual score' shown. A heatmap displays scores for five themes across five categories. The scores are: Collaboration (72, 84, 88, 98, 84), Feeling valued (84, 81, 88, 55, 35), Team culture (70, 80, 98, 80, 81), Management (55, 35, 72, 72, 72), and Commitment to the company (84, 72, 98, 80, 70). The heatmap uses a color scale from light green (high scores) to red (low scores).

Theme	Category 1	Category 2	Category 3	Category 4	Category 5
Collaboration	72	84	88	98	84
Feeling valued	84	81	88	55	35
Team culture	70	80	98	80	81
Management	55	35	72	72	72
Commitment to the company	84	72	98	80	70



---

# STEP 2:

## Make growth a part of your engagement strategy





# Growth fuels engagement and retention.

94%

of employees say they'd stay with a company longer if it helped them grow

87%

of millennials rated career growth and development opportunities as important



Sources:  
LinkedIn, *LinkedIn Learning Report*  
Gallup, *How Millennials Want to Work and Live*

# Turn development into an everyday experience.

## 1:1s

Consider having a monthly 1:1 dedicated to a growth conversation.

## IDPs

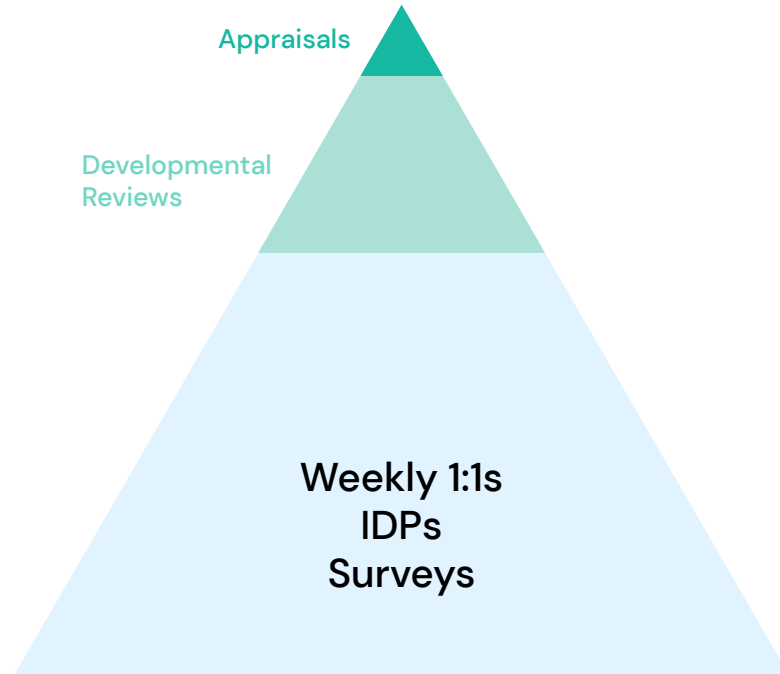
Key results should be **tangible** measures. Giving goals a finite endpoint allows businesses to quantify how much progress has been made.

## Surveys

Ask growth related questions (e.g., my manager and I have had at least one career conversation in the last six months)



# Growth goes beyond the appraisal.



---

# STEP 3:

## Use goals to foster alignment and ownership



# Goals aren't just for the business.

Goal setting improves performance — but also **motivation** and **role clarity**, two key drivers within engagement.

Goals empower employees to clearly see the connection between their work and the company's mission.

**“How important are each of these items in terms of their impact on engagement?”**

**70%**

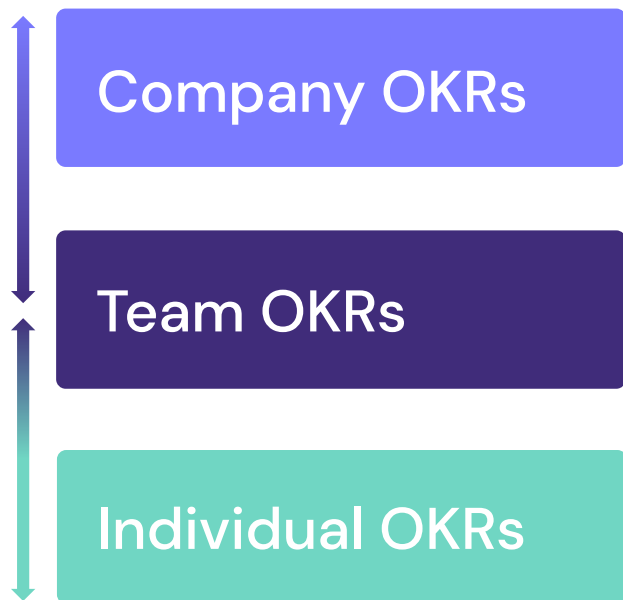
“Understanding how my job connects to the company's strategy.”

**67%**

“Aligning staff goals with corporate goals.”



# Goals *should* be collaborative.



Employees whose managers included them in goal setting were **4x** more engaged.

Source: Gallup, *Re-Engineering Performance Management*



# Goal and OKR design matters.



## Ambitious

Objectives should be ambitious. **Inspirational** targets make people at all levels of your organization think bigger.



## Measurable

Key results should be **tangible** measures. Giving goals a finite endpoint allows businesses to quantify how much progress has been made.



## Transparent

OKRs should be transparent. **Visibility** across organizations creates a sense of accountability, and gives teams context to make informed decisions.



---

# STEP 4:

## Build a culture of praise and feedback





# Feedback and Engagement

- Praise isn't the only form of feedback that is linked to higher engagement
- Constructive peer and manager feedback has also been linked to higher satisfaction, especially among younger workers
- Frequency is just as important as the quality of that feedback

60%

of all staff want feedback on a daily or weekly

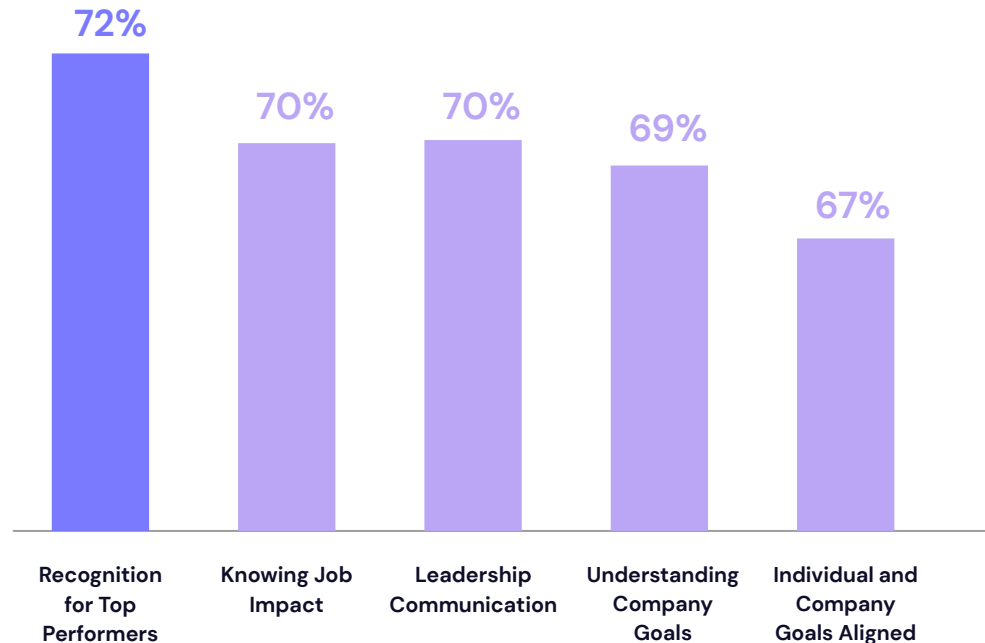
72%

of staff under 30 want feedback daily or weekly

Source: PWC, *Millennials at Work*

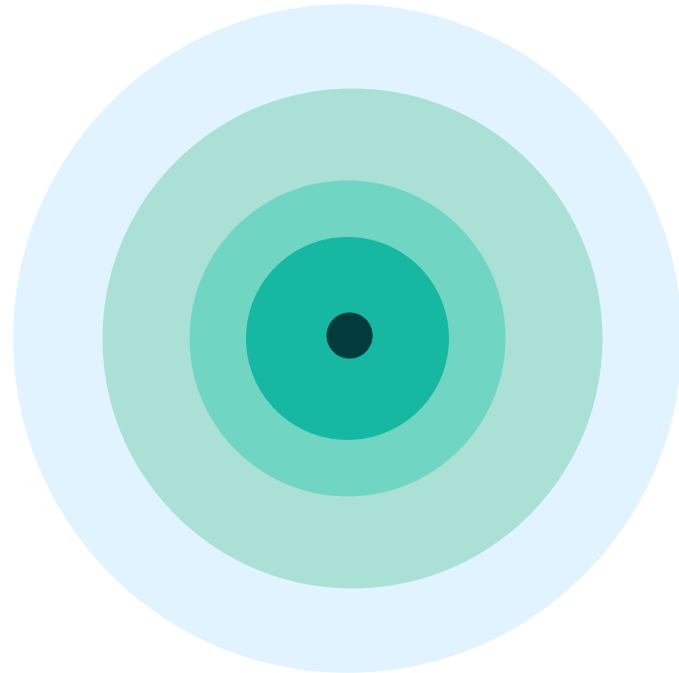


# Most Impactful Engagement Drivers



# Continuous feedback maximizes impact.

●  
Performance  
appraisals



Appraisals, continuous feedback, praise,  
one-to-ones, coaching



---

# STEP 5: Empower Human Connection



# Enable managers to connect through 1:1s.

Use 1:1s to connect on:

- ✓ Goals
- ✓ Performance
- ✓ Coaching
- ✓ Development



# Ask for life updates before work updates.

What might be helpful for me to know about your life outside of work?

What's one thing outside of work that is taking up mindspace for you right now ?

What's the most exciting thing you're working on right now (in or outside of work)?



# Key Takeaways

STEP 1

**Listen to (and learn from) your employees.**

STEP 2

**Make growth a part of your engagement strategy.**

STEP 3

**Use goals to foster alignment and ownership.**

STEP 4

**Build a culture of praise and feedback.**

STEP 5

**Empower Human Connection.**



---

# Q&A





# Thank You

