

# How Engaged Are You?



**Employee Engagement** is a measure of an employee’s emotional commitment to their organization.

**Employee Satisfaction** is a measure of how content an employee is with their current job.

- For example, Employee Satisfaction includes factors such as salary and the work environment which can determine whether an employee is satisfied with their job conditions. But those factors do not necessarily equate to an employee having an emotional attachment to the company. ref:[ADP](#)

Employee engagement has two core factors, with two directly related subfactors each.

ref:[CustomInsight](#)

- **Organizational Factors**
  - Culture of Engagement: A culture of motivation, empowerment, challenges, and respect for employees is of utmost importance.
  - Strategic Alignment: Employees need to understand where the organization is headed and how they contribute to the organization’s success.
- **Managerial Factors**
  - Motivating and Relaxing: Leadership should motivate their employees to give their best, build strong relationships and develop a cohesive team.
  - Managing Execution: Leadership should clearly define expectations, hold employees accountable, and focus on delivering results.

Employee Engagement is important as it correlates workforce performance, customer satisfaction, productivity, reduced turnover, and loyalty to the organization, which all impact the bottom line.

Focusing on employee engagement leads to a strongly motivated workforce that is willing to expend extra efforts to drive business goals.



## How to increase Employee Engagement

- Allow your employees the space to showcase their skills and abilities
- Plan team-building events to strengthen the relationship between co-workers and supervisor
- Take a vested interest in your team by learning more about them