

Your 6-Step Guide to Boosting Employee Engagement

You've heard the Gallup statistics: "[70%](#) of U.S. workers are not engaged at work" and "companies with high engagement are [22%](#) more profitable." There's no question that improving employee engagement is beneficial to a business, but how does a business get started?

Below we map out the five steps an organization should take to consistently increase their employee engagement over time.

Step 1 Accurately measure employee engagement

Too many times, HR leaders rely on their gut when measuring employee engagement at their company. However, without any actual data backing their decisions, it quickly becomes a costly guessing game.

By conducting an actual employee engagement survey at your company, you can establish a baseline engagement score that you can gradually measure against as changes are made. The key here is to survey your team in a regular fashion, through both quarterly surveys and pulse feedback questions, to keep your results from becoming obsolete.

The best and most reliable employee engagement surveys ask questions based on psychology rather

than job satisfaction. Questions like "How often do you feel stressed?" and "How happy are you at work?" may indicate how likely employees are to stay at a job, but not how actively engaged they are. At 15Five, our survey is grounded in 14 employee engagement drivers such as purpose, autonomy, and shared values.

You also want to make sure the survey is confidential so that employees can feel comfortable giving their honest feedback without any consequences. If employees don't feel confident in the survey's confidentiality, their responses will be biased or they simply won't take the survey at all.

Step 2 Examine the data

Once you've received the employee engagement survey results, it's time to extract key insights. It may be tempting to attempt to fix everything at one go, but the most efficient approach to acting on data is to focus on just a few low points of engagement per quarter.

Drill down to particular teams or departments for more insights into how specific team leaders are operating and share best practices. You can also view employee engagement metrics by tenure and job roles for any other correlations that you may not have considered.



Step 3 Focus on meaning and utilization

Based on the findings from “The Emplify Insights for Executives: The Employee Engagement Trends Report” that surveyed **nearly 13,000 employees** using the Emplify product, the two most critical psychological conditions of engagement are meaning and utilization. Create a sense of meaning for employees by illustrating how their day-to-day projects connect to a greater good and allowing them more freedom in executing their own projects. Employees rarely find meaning in being micromanaged. When they have some breathing room to do a job thoroughly and thoughtfully, they then have a chance to inject their projects with personal meaning that brings forth a sense of pride.

Make sure employees also have a clear sense of their role in the organization. In the same report, Generation Z respondents scored **27% lower** than baby boomers on utilization as well as **16% lower** than millennials on the same driver. As employees grow over time, find ways to discover, develop, and display their skills and abilities in their role within the organization.

Step 4 Communicate your efforts

Taking action on the survey insights is a positive step forward, but no one in the company will know what's being done if it's not publicly communicated. You employees want to know that their feedback matters and that something is being done, no matter how little. Build trust with your employees by acknowledging their survey results and giving regular updates on your action plan. There's no such thing as overcommunicating your response.

Step 5 Empower managers

Managers are the real change agents for employee engagement within your organization. They have the most interactions with individual members on their team and can adapt their leadership approach according to their department's engagement needs.

Set your managers up for success by equipping them with training, resources, and an option for hands-on coaching to guide them through the process. You don't want your managers to navigate making these changes alone. A good engagement coach will work with each manager to strengthen their team dynamics and make any necessary adjustments.



Step 6 Repeat every quarter

Having completed an entire employee engagement survey cycle, commit to repeating the process every quarter. Getting such regular feedback will help you see whether your actions make an impact and what needs to be the focus next. You can more easily detect patterns throughout the organization by revisiting the survey questions and seeing if the same issues remain quarter after quarter.

Turn engagement insights into engagement outcomes with the help of 15Five's science-backed [engagement solution](#). Our product identifies engagement weak spots down to a specific team or any attribute of your organization, based on a science-backed 17-dimensional model or through a quick pulse check.



About 15Five

15Five is a human-centered performance management platform that creates effective managers, highly engaged employees, and top-performing organizations. From engagement surveys and 1-on-1 tools to performance reviews and OKRs, 15Five is the most complete solution that combines software, education, and community to develop successful managers and unlock peak employee performance. Built using the Positive Product Design™ method, 15Five is the only platform that offers software aligned to the latest positive psychology research. More than 2,800 successful customers have developed effective managers and engaged employees thanks to 15Five, including Credit Karma, Spotify, and Pendo. Founded in 2011 in San Francisco, the company has a thriving remote-first culture with teams across the globe. Through its HR Superstars community and podcast, 15Five aims to empower every leader to create highly engaged, high-performing organizations by helping people become their best selves.”

To learn more, visit www.15Five.com