

Top 5 Employee Engagement Tactics

Every HR Professional
Needs to Know in 2024

*and How to Get Leadership
Invested in Your Strategy*



Welcome to Your 2024 Guide

In today's dynamic corporate landscape, employee engagement has emerged as a pivotal factor in fostering a thriving workplace culture. As HR professionals navigate the evolving demands of the workforce, staying ahead of the curve with effective engagement tactics is crucial. In this insightful piece, we delve into the **top 5 employee engagement strategies that every HR professional should have in their toolbox**. Furthermore, we explore strategies for garnering leadership support to ensure successful implementation.

Glance at

EMPLOYEE WELLBEING TRENDS



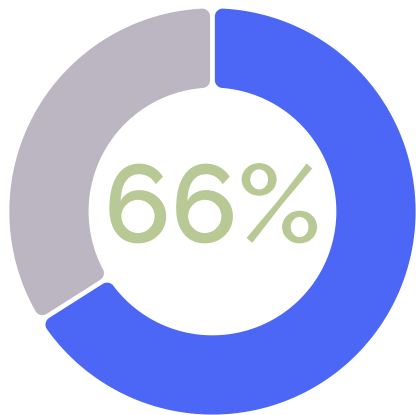
of employees said they experienced burnout in the Middle East vs 94% globally

Source: "Cigna 360 survey 2022"



of employees in the Middle East feel engaged vs 21% globally

Source: "Gallup State of the Global Workplace 2022"



of respondents from GCC reported symptoms of poor mental health and physical wellbeing

Source: "Better health among Middle Eastern employees can start with awareness" - McKinsey Health Institute 2023

Great workplace wellbeing solutions can deliver:

14%

↓ reduction in burnout

[≤ who.int >](https://www.who.int)

28%

↓ reduction in absenteeism

[≤ mentalhealthamerica >](https://www.mentalhealthamerica.org)

3X

↑ increased engagement

[≤ apa.org >](https://www.apa.org)

30%

↓ reduction in healthcare costs

[≤ mentalhealthamerica >](https://www.mentalhealthamerica.org)



Top 5 Employee Engagement Tactics

EVERY HR PROFESSIONAL NEEDS TO KNOW IN 2024



1

Implement Personalized Wellbeing Initiatives



1 Implement Personalized Wellbeing Initiatives



Initiatives specifically focusing on the overall wellbeing of employees are pivotal in escalating their level of engagement. **Companies with employees deeply engaged witness 21% enhanced profitability.[^]**

Flexible Work Schedules

This particular tactic acknowledges the fact that every member of the workforce has varied commitments and work hour preferences. This includes remote work, flexible hours, and job sharing.

Empowering employees with flexibility and allowing them to decide their work timings within a prescribed range, **companies have the potential to alleviate stress levels and foster a superior work-life equilibrium.**

As the future of work continues to evolve, employees are seeking more flexibility in their roles. HR professionals can engage employees by offering and promoting these flexible work options, which can increase job satisfaction and productivity.

[^]Gallup State of the Global Workplace Report



1 Implement Personalized Wellbeing Initiatives



Health and Wellness Schemes

Introduction of health and wellness programs tailored to individual needs could include varied elements such as dietary advice, fitness coaching, or psychological wellbeing services, cater to the diverse healthcare requirements of a company's manpower.

Mental Health Assistance

Mental health assistance could be achieved by extending access to therapy services, proposing mental health off-days, or formulating a supportive office backdrop that promotes candid conversations around mental health.

Financial Wellbeing

Providing financial wellness schemes as a part of your organization's customized wellbeing initiatives could go a long way. These schemes might encompass financial advice, retirement planning aids, or assistance with student loan repayment. By addressing financial stressors, organizations have the potential to boost employee wellbeing holistically.

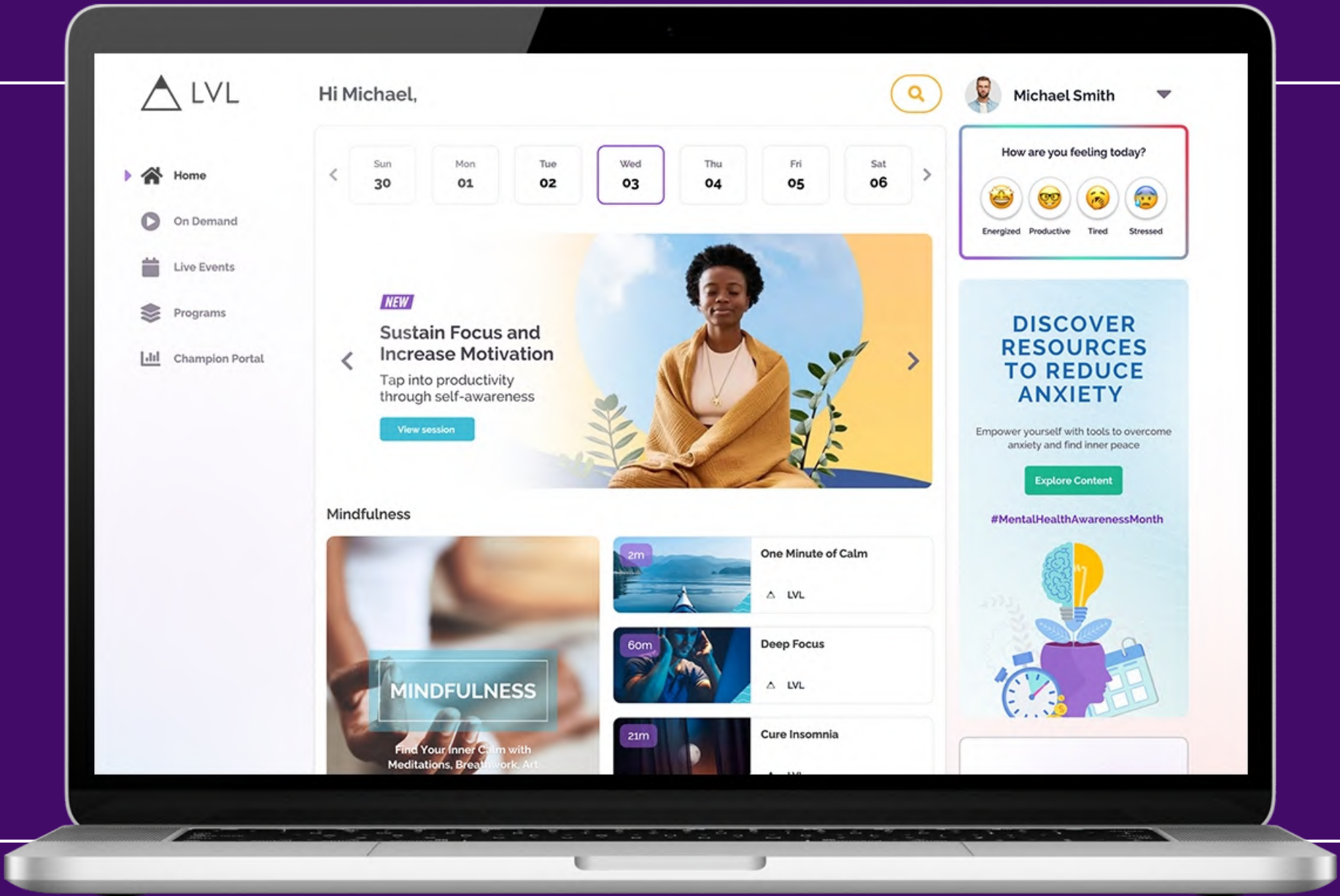


Looking for a Bespoke Wellbeing Initiative for your organization?

Do not hesitate to **get in touch** with our **Specialist at this moment**; they are ready and equipped to design a bespoke Employee Wellness plan that aligns seamlessly with the unique necessities of your organization.

Employees

- Wellbeing on-demand content
- Wellbeing assessments
- Digital studio access
- Expert live sessions
- Personalised recommendations
- Community groups
- A data-driven approach to managing wellbeing



Organizations

- Organizational level data
- Activation of medical insurance wellbeing allowances
- Curated engagement sessions
- Customised challenges
- Monitored return on wellbeing investments



2

Foster a Culture of Effective Communication



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Foster a Culture of Effective Communication

Transparent communication channels play a pivotal role in fostering a sense of belonging. Research indicates that **companies with effective communication strategies experience 50% higher employee engagement.**[^]

Use Digital Platforms

One effective communication strategy for organizations is the use of digital platforms. This includes the use of email, intranet, and social media platforms to disseminate information. These platforms are not only fast and efficient, but they also allow for real-time feedback and interaction. For instance, an organization can use its intranet to share company news, updates, and important announcements. Social media, on the other hand, can be used to promote company culture and engage employees in a more informal and personal way.



Open-door Policy

Open-door policy encourages employees to speak freely with their superiors about any issues or concerns they may have, without fear of reprisal. It fosters a culture of trust and respect, which can greatly enhance employee engagement and satisfaction. To implement this policy effectively, leaders should make themselves accessible and approachable, and ensure that all conversations are confidential.

[^]Towers Watson Global Workforce Study

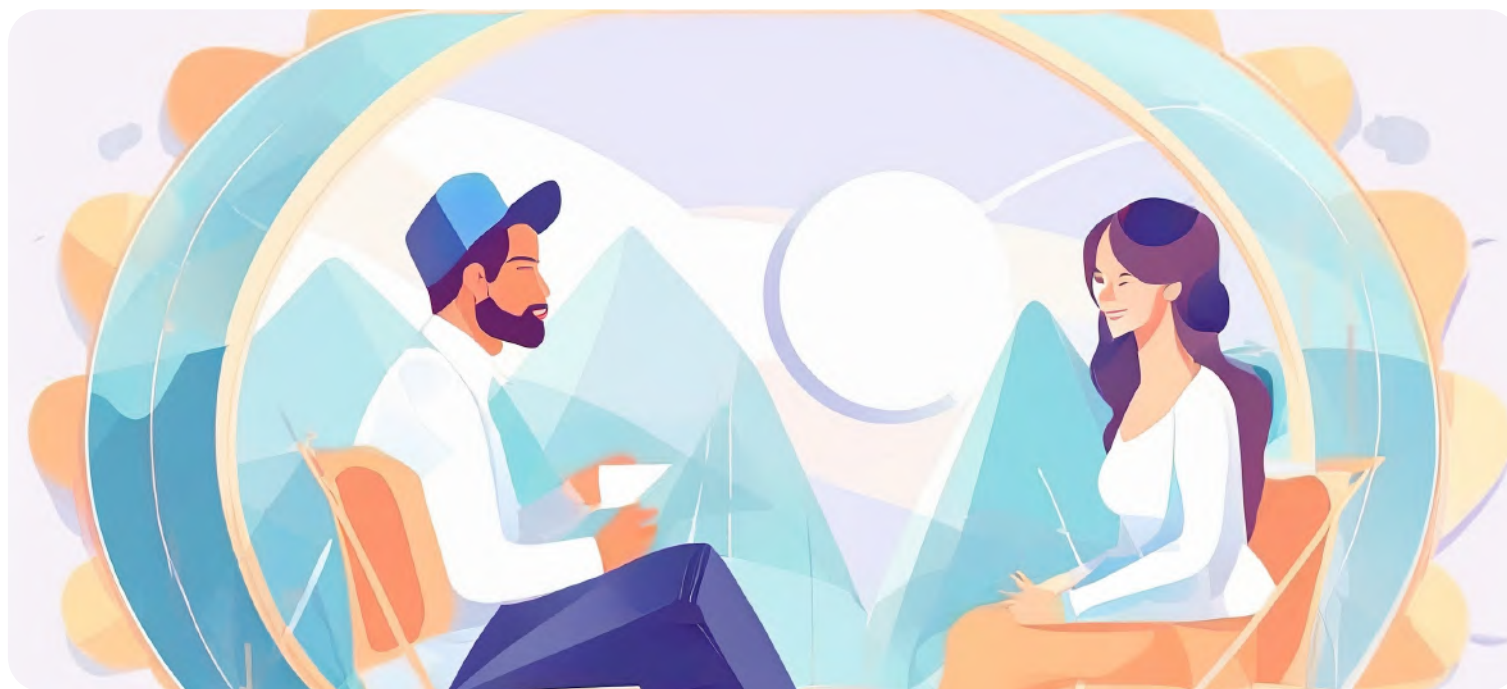


2

Foster a Culture of Effective Communication

Feedback Mechanisms

Feedback mechanisms are crucial for effective communication in organizations. This can include **surveys, suggestion boxes, and performance reviews**. These mechanisms allow employees to express their opinions and ideas, and provide valuable insights for the organization. They also show employees that their input is valued, which can boost engagement and morale. To make these mechanisms effective, act on the feedback received and communicate any changes or improvements made as a result.



Dedicated Communication Channels, e.g. for Employee Wellbeing

The utilization of a corporate wellness application can have an immense, positive impact on employee engagement. For example, the [LVL App](#) has Dedicated Communication Channels, so you can create dedicated channels for different departments, initiatives, or interests within your organization, such as Yoga, Running or a Book Club. Employees are encouraged to share photos, updates, and experiences related to their wellbeing activities, which in turn fosters a vibrant community with likes, comments, and discussions on posts.



3

Introduce Recognition & Rewards Programs



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Recognition is a powerful motivator. A study by SHRM found that **68% of employees believe that recognition positively impacts their engagement[^]**. Integrate a comprehensive recognition and rewards program into your engagement strategy to boost morale and cultivate a positive work environment.

'Employee of the Month'

One example is the 'Employee of the Month' program, where an individual is recognized for their outstanding performance, dedication, or significant contribution to the organization. The recognition can be in the form of a certificate, a special parking spot, or a gift card. This program not only rewards the employee but also encourages others to strive for excellence.

Peer-to-Peer Recognition

Peer-to-Peer recognition programs are also effective. These programs allow employees to recognize and appreciate their colleagues' efforts. This not only fosters a culture of appreciation but also promotes teamwork and camaraderie. The recognition can be shared on a company-wide platform for everyone to see, further enhancing the sense of achievement.



[^]Society for Human Resource Management (SHRM)



3

Introduce Recognition & Rewards Programs

Project Completion Bonuses

'Project Completion Bonuses' are a great way to recognize and reward teams or individuals who have successfully completed a significant project. The bonus can be a percentage of the project's value or a fixed amount. This not only acknowledges the hard work put into the project but also incentivizes employees to deliver high-quality work.

Wellbeing Incentives

Lastly, recognizing employees for taking care of their wellbeing is a fantastic rewards program.

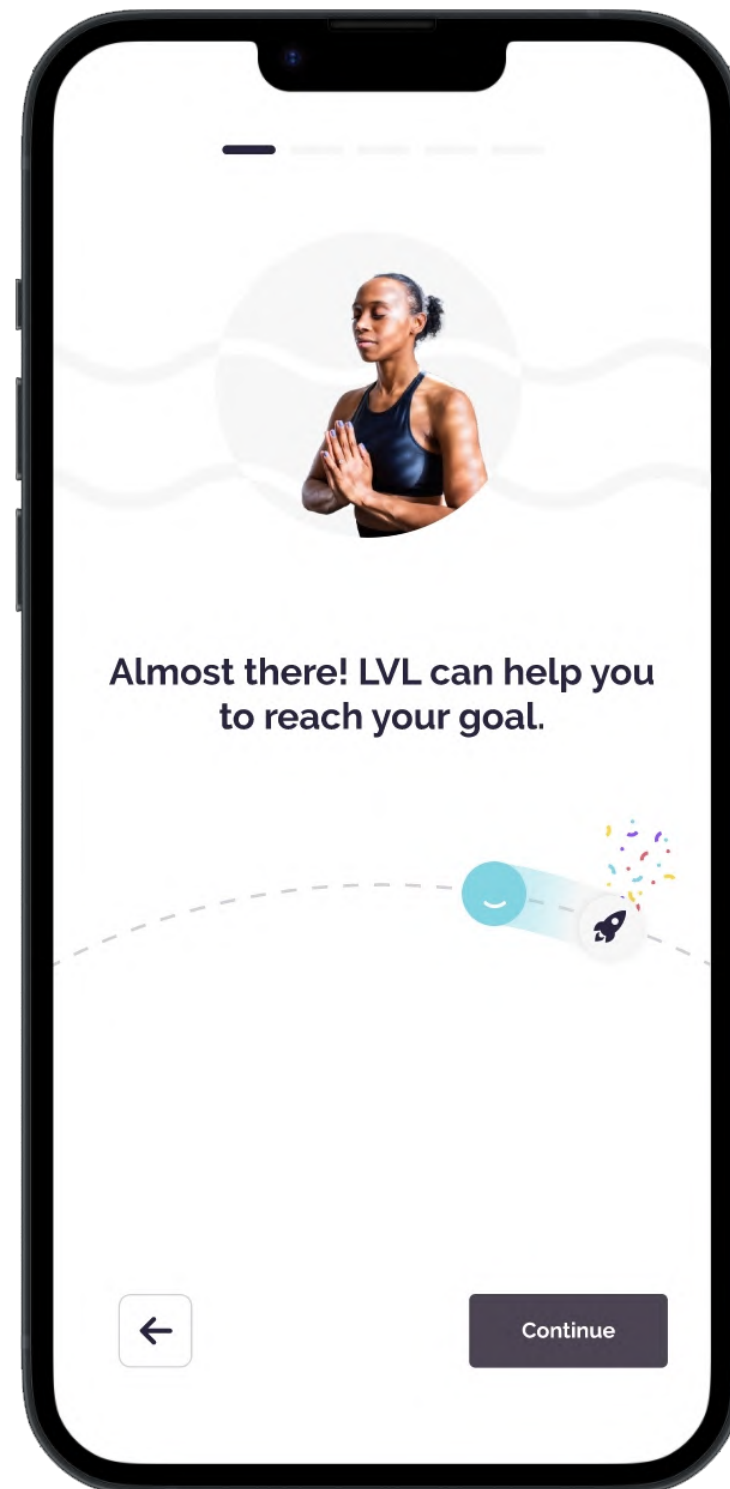
The health and wellness of staff members is of paramount importance; indisputably a foundational component for nurturing a thriving workforce.

Employing the practice of rewarding employee wellness can contribute to generating an atmosphere of positivity within the establishment; an asseveration that the institution acknowledges the value of their commitment and dedication.



3

Introduce Recognition & Rewards Programs



By introducing wellness-reward initiatives such as wellness days off, recognition for achievement in wellness challenges, and policies that encourage mental health time-outs, **your organization can salute the self-care efforts of your employees.**

What would the outcome be of honoring such initiatives? **Implementing these programs can increase employee engagement and commitment by as much as 46%.**

Undoubtedly, investing in these strategies will be beneficial, both for improving the engagement and productivity of your staff and for the overall health of your company.

Talk to us if you're interested in investing in the wellbeing of your workforce.



4

Offer Professional Development Opportunities



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Investing in employee growth contributes significantly to engagement. A LinkedIn Workplace Learning Report reveals that 94% of employees would stay at a company longer if it invested in their career development.

Professional development opportunities are a key factor in employee engagement, as they provide employees with the chance to grow, learn, and advance in their careers. Here's some ideas!

On-The-Job-Training

This can include shadowing a more experienced colleague, learning new skills from a supervisor, or even attending workshops or seminars that are relevant to the employee's current role.

This type of training not only enhances an employee's skill set, but also shows them that the organization is invested in their growth and success.

Mentorship Programs

These programs pair less experienced employees with seasoned professionals who can provide guidance, advice, and support. Mentorship programs can be particularly beneficial for employees who are new to the organization or the industry, as they provide a supportive environment in which to learn and grow.



4

Offer Professional Development Opportunities

Tuition Reimbursement

Offering tuition reimbursement or scholarships for employees who wish to further their education is a fantastic development opportunity. This can be particularly beneficial for employees who wish to pursue advanced degrees or certifications that are relevant to their role. By offering financial support for education, organizations show their employees that they value their personal and professional growth.

Leadership Development Programs

Finally, offering leadership development programs can be hugely effective. These programs are designed to identify and develop potential leaders within the organization. They often include a combination of workshops, coaching, and practical experience, and are a great way for employees to develop the skills and knowledge they need to advance into leadership roles.

If you are interested in leadership development and coaching workshops and programs, whether it's one-to-one, team or leadership team coaching, [speak to one of our Specialists today.](#)



5

**Promote
diversity,
equity, and
inclusion**



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Promote diversity, equity, and inclusion

The promotion of diversity, equity, and inclusion (DEI) is expected to be a major engagement tactic. **This involves creating a workplace culture that values and respects all employees, regardless of their background or identity.** DEI initiatives can help to foster a sense of belonging, which can significantly improve engagement.

In 2024, as the global workforce evolves and becomes more diverse, it's critical for HR professionals to promote diversity, equity, and inclusion in their organizations. Though challenging, through careful application of HR strategies and initiatives, the promotion of these qualities moves from concept to reality.

Partner with Diveristy-Focused Organizations

A faultless method is the incorporation of diverse recruitment strategies, for instance, which range from prioritizing recruitment from historically marginalized communities to partnering with diversity-focused organizations.

These methods ensure that the employee base reflects the diversity of the community, society, and (increasingly in an connected world) the global population.



5

Promote diversity, equity, and inclusion

Equity & Fair Employee Treatment Protocols

In order to exact equity, HR professionals must also implement fair employee treatment protocols. These may include the adoption of pay equity practices, establishing clear and equitable promotional paths, and setting up concrete policies against harassment and discrimination of any kind.

Inclusion Trainings and Resource Groups

The promotion of inclusion, on the other hand, can be achieved through the creation of an environment where everyone feels valued, heard and accepted.

Regular trainings on diversity and inclusion; Employee Resource Groups (ERGs), where employees from various backgrounds can come together and support each other; and deliberative changes in the organizational culture to appreciate and celebrate differences, are just a few examples.

In summary, by creating comprehensive and intentional strategies around diversity, equity and inclusion, HR professionals hold within their grasp the capability of elevating not just their organizations but in fact, the very society in which we live.



Gaining Leadership Support

FOR YOUR STRATEGY



GAINING LEADERSHIP SUPPORT

For Your Strategy



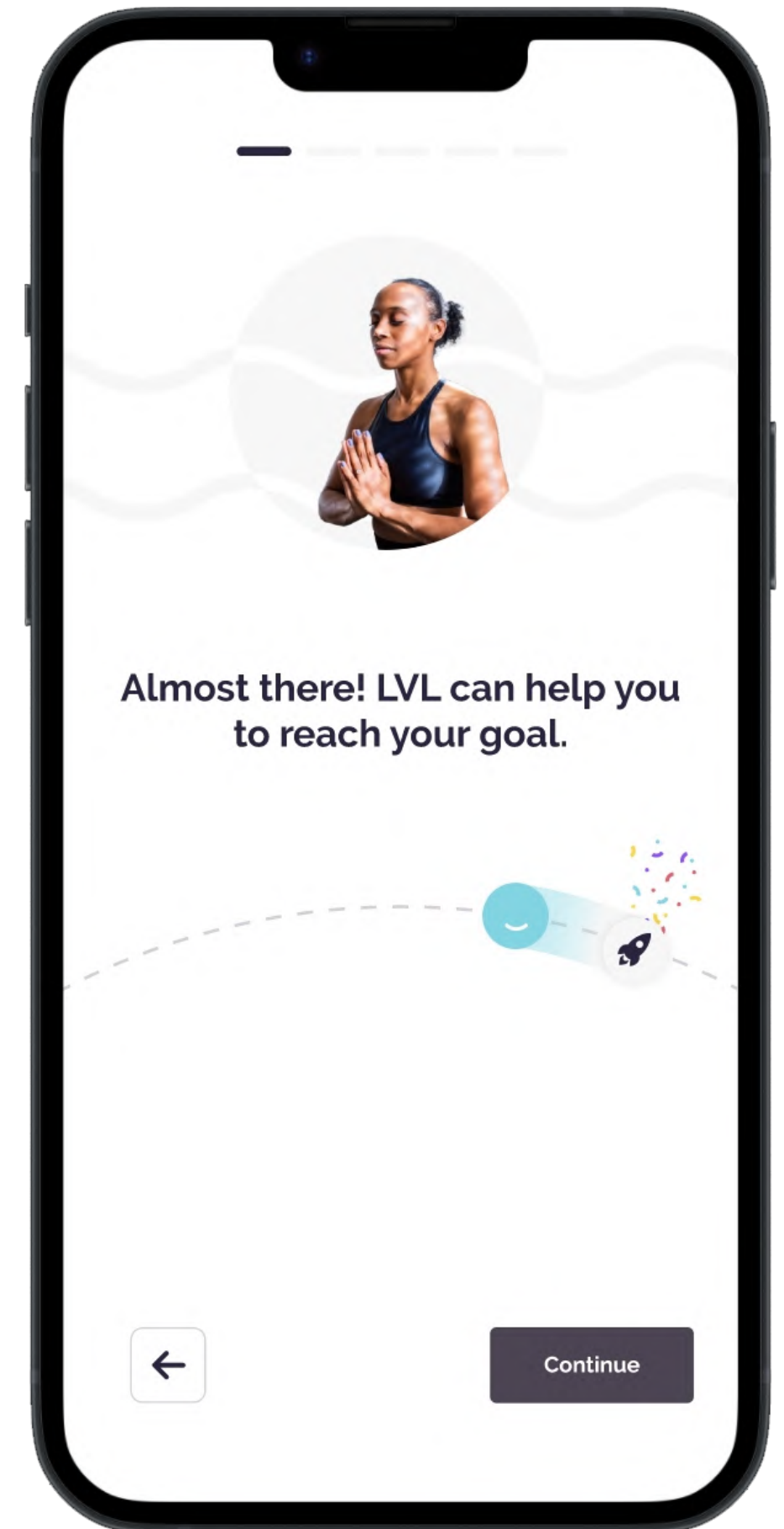
Implementing these employee engagement tactics requires leadership buy-in.

Craft a compelling narrative by presenting data-driven arguments that demonstrate the tangible benefits of an engaged workforce. Utilize case studies, industry benchmarks, and ROI projections to showcase the potential impact on the bottom line.



What are your organizational goals?

By aligning employee engagement initiatives with organizational goals, you not only foster a positive work environment but also contribute to the overall success of the company. Embrace these tactics, backed by credible statistics and sources, to elevate your HR strategy and drive lasting change in your workplace.





Contact Us

Contact one of our Experts today
to help you craft the perfect
Workplace Wellbeing solution
tailored to your organization's needs.

lvl-wellbeing.com

