Employee Engagement Strategy

This Employee Engagement Strategy has been developed in conjunction with the OEUK Employment Charter as a supporting document. There is no requirement for companies to sign up to this strategy, it is intended to be used by organisations when implementing the principles in the charter.

What is employee engagement?

- Employee engagement refers to the level of emotional commitment, involvement, and dedication that employees have towards their work and their organisation. It reflects the extent to which employees feel connected to their jobs, motivated to perform well, and aligned with the goals and values of the organisation.

Why is employee engagement important?

- Engaged employees are enthusiastic about their work, willing to go above and beyond their job responsibilities, and actively contribute to the success of the organisation. They have a sense of purpose, feel valued and recognised for their contributions, and have a positive attitude towards their colleagues and the overall work environment. Engaged employees are more likely to stay with an organisation, actively seek opportunities for growth and development, and become advocates for their employer.

What can organisations do to foster employee engagement?

- Organisations can foster employee engagement by providing a positive work culture, open communication channels, opportunities for skill development, meaningful work assignments, recognition and rewards, and a supportive leadership style. Regular feedback, employee empowerment, work-life balance, and a focus on employee well-being also contribute to creating an engaged workforce.

What are the benefits of effective employee engagement

- Organisations can boost performance in several different ways through improved employee engagement. Organisations that foster employee engagement can typically see improvements in the following areas:
    - Improved productivity and retention - Engaged employees are more present and productive. They become more aware of the needs of the customers, and are more observant of processes, standards, and systems. A study conducted by Gallup found that behaviours of highly engaged business units result in 21% greater profitability.
    - Increased overall organisation profits – Research by David MacLeod and Nita Clarke for the UK government, concluded that companies with high levels of employee engagement improved their operating income by 19%, while companies with low levels of employee engagement had an operating income that declined by 33%.
    - Increased customer retention – The influence of effective employee engagement can increase customer retention, which organisations depend on to sustain existence and growth. In the same study conducted by Gallup, highly engaged business units achieved: 10% increase in customer ratings, 20% increase in sales, a 41% reduction in employee absenteeism and an increase in productivity of 17%.

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Measure and Evaluate Engagement:

Implement regular employee engagement surveys to gather feedback on various aspects of the work environment, culture, and job satisfaction.
Analyse survey results and identify areas for improvement.
Use the data collected to drive targeted action plans and measure the effectiveness of engagement initiatives over time.

Develop a Strong Organisational Culture:

Define and communicate a compelling vision, mission, and values that resonate with employees.
Foster a culture of safety, environmental responsibility, and teamwork.
Encourage open communication and collaboration across all levels of the organisation.
Prioritise Health and Safety:

Implement robust health and safety protocols to protect employees' physical and mental well-being.
Provide comprehensive safety training and ongoing reinforcement programs.
Establish a safety culture where employees feel comfortable reporting concerns or incidents without fear of reprisal.

Enhance Employee Benefits and Well-being:

Offer competitive compensation packages, including salary, bonuses, and benefits that address the unique challenges of offshore and onshore work.
Provide access to mental health resources, counselling services, and employee assistance programs.
Promote work-life balance initiatives, such as flexible schedules, remote work options, and time-off policies.
Invest in Training and Development:

Offer comprehensive training programs to enhance technical skills, safety knowledge, and career progression opportunities.
Provide clear development pathways, including mentorship and coaching programs.
Encourage employees to pursue industry certifications and continuous learning.

Recognise and Reward Performance:

Establish a formal recognition program to acknowledge outstanding performance, both individual and team based.
Provide timely and specific feedback to employees, highlighting their achievements and areas for improvement.
Consider non-monetary rewards, such as public recognition, career advancement opportunities, and special assignments.

Encourage Employee Engagement and Involvement:

Promote employee involvement through cross-functional teams, committees, and suggestion programs.
Seek input from employees on matters that directly affect their work, such as safety procedures, process improvements, and work environment enhancements.
Provide channels for employees to voice their opinions, concerns, and suggestions, and demonstrate responsiveness to their feedback.

Foster Communication and Transparency:

Establish regular communication channels, such as team meetings, newsletters, and intranet portals, to keep employees informed about company news, updates, and industry developments.
Encourage two-way engagement by providing platforms for employees to ask questions, share ideas, and provide feedback.
Share information about company performance, objectives, and progress towards goals.

Support Employee Social Connections:

Foster a sense of community and camaraderie among employees by organizing team-building activities, social events, and charity initiatives.

Facilitate networking opportunities for employees to connect with colleagues, both within and outside their immediate work areas.

Encourage cross-departmental collaboration and knowledge-sharing.

Empower Employees:

Delegate decision-making authority and responsibility to employees whenever possible.

Encourage innovation and creativity by providing resources, time, and support for employees to explore new ideas and initiatives.

Recognise and reward employees who take initiative and demonstrate ownership of their work.