



Deepen Employee Engagement with Strategic HR Best Practices

Presented by:

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Reward Builder, Powered by EE Incentives

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Introduction

Reward Builder, Business
Development

18 years experience supporting
HR leaders

Began career with HERSHEY
Entertainment & Resorts



A little bit about me...

- Currently reside in NJ with husband of 20 years.
- Proud boy and dog Mom
- Passion for travel, cooking, wine and staying as active as I can.



What to Expect



- Present 4 Best Practices we find valuable to drive workplace engagement.
- Audience participation is encouraged throughout, and rewards will be given!

Session Goal: For you to walk away with at least one insightful engagement idea to bring home to your team.

What is Workplace Engagement?

Workplace engagement is defined by the emotional and psychological commitment that employees have towards their organization and its goals.

Engaged employees are typically enthusiastic about their work, feel connected to their company's mission and are motivated to contribute to its success.

Engaged employees feel seen, heard, and valued as individuals.

Why is Engagement so Important?

Organizations with high employee engagement tend to benefit from:

- Higher employee retention rates
- Increased productivity
- Increased employee morale and wellbeing
- Improved customer satisfaction and retention
- Stronger company culture
- More innovation and collaboration

Best Practice #1:

Build a Sense of Community through Communication

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

- *Sydney J. Harris*

American Journalist and Columnist for the Chicago Sun-Times

Strategies to Consider



- Ensure leadership is sharing the vision! Repeat this often!
- Survey employees and prospective candidates to learn what may be holding them back.
- Don't forget remote employees! Check in and engage in activities to further build culture.
- Develop a sense of community. Create volunteer opportunities and employee resource groups to give employees shared experiences and a place to collaborate.

We asked our panelists to share some ideas for how they drive engagement through communication:

Reward Builder HR Power Hour



Jana Spradlin

HR Director for Blount Memorial Hospital



Best Practice #2:

Growth and Development Opportunities

“Our dilemma is that we hate change and love it at the same time, what we really want is for things to remain the same but get better.”

- Sydney J. Harris

American Journalist and Columnist for the Chicago Sun-Times

Strategies to Consider

- Provide Career Paths/Mapping so employees have a reason to stay.
- Create Certifications for each employment level- use Subject Matter experts to create training curriculum
- Offer leadership development opportunities for all levels.
- Make an investment in developing soft skills. Enable your employees to be better communicators and co-workers.
- Empower leaders to empower their teams to do what is right for the business.

We asked our panelist to share how leadership plays a role in culture and how they offer continued development opportunities for their employees.



Karen Binder

Karen Binder, Director of HR
Moss Creek Community, Hilton Head, SC

Jaime Corwin, Director of HR
Riverbend Mental Health, Concord, NH

Best Practice #3

Build a Sense of Wellbeing

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

- Steve Jobs

Strategies to Consider



- Shift mindset from wellness programs to more “wellbeing” that promotes physical and mental health to address the whole employee.
- Develop a Mentor Program to promote inclusion.
- Hold feedback sessions without supervisors/managers. Organized by department or region to narrow down trouble spots.
- Host events! Virtual happy hours, share vacation photos, offer volunteer days/hours or “Well-O-Ween” to focus on Wellness for October.
- Check in with your teams- (onsite and remote) to get to know them more personally to better identify signs of burn out.

We asked our panelists to share how they define workplace wellbeing.



**Missie Murdock, Vice President of HR
FOXCONN, Durham, NC**

Best Practice #4

Recognition and Appreciation

“Mom, I got dressed all myself, cleaned up my toys and fed Sparky, can I have more coins?”

- Daniel

True story from my 6-year-old son

Strategies to Consider



- Recognition should be frequent, timely and most of all meaningful to the individual.
- Link recognition to core values **or** recognition reason. This keeps employees committed and builds a sense of purpose
- Practice catching someone in the act- spontaneous recognition can be the most impactful!
- Get Creative! Blend 'cash equivalent' rewards with non 'cash equivalent' rewards, such as lunch with the CEO, special parking spots, free PTO days, etc.
- Make recognition FUN!

We asked our panelists to share how they leverage recognition to drive engagement in their workplace.



**Shendy Farber- Director of HR
Hotel Roanoke, Roanoke, VA**

Let's Take it back to the WHY?

- **Cohesiveness:** Understanding employees' needs and meeting them makes the organization work efficiently and effectively.
- **Everyone is an Ambassador:** It's not just the sales team. Everyone has a responsibility to drive the business forward.
- **Teamwork:** Continual improvement enables an organization to deliver on its promises. Always reassess and don't be afraid to get creative!

Thank you!



We appreciate your time and energy today!

Follow us on LinkedIn! **#rewardbuilder**

Connect with me- **Jennifer Walkowiak**