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EMPLOYEE ENGAGEMENT



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INTRODUCTION

The purpose of this document is to provide a high-level overview of employee engagement and the role it plays in overall people and culture strategies and employee retention. The information and surveying tool included here are aimed to provide a starting point that will allow you to continually monitor the level of employee engagement at your organization, identify specific gaps so you can implement targeted strategies to achieve long-term improvements.

EMPLOYEE ENGAGEMENT

Employee engagement levels are a crucial metric in measuring a number of areas including productivity, retention, and job satisfaction. Knowing how engaged your team members are provides insight on their overall alignment with the organization. It lets you know what attracts people most about working at your organization, but it will also highlight areas where improvements need to be made, and what aspects of the organization people are hoping to see improvements in.

What gets measured gets managed – Create an employee engagement survey that can be run at minimum annually. This can be created with little cost using Google Forms, allowing for easy administration, and an easy container to review and capture trends during analysis. Supplement that with a communication strategy to explain to employees how, why, and how often surveys will be conducted in order to help maximize participation, and honest feedback during each survey period.

Use this library of [employee engagement survey questions](#) to create an employee engagement survey for your organization.