

Simple Strategies for Meaningful Involvement

Engaging employees shouldn't be hard. Try these ideas.



There have been countless discussions about how keeping employees engaged helps reduce turnover. When employees aren't engaged, companies often experience lower productivity, strained coworker relationships and frequent absenteeism as employees focus on finding their next place of employment. However, the key question is: How can companies achieve this in a meaningful way? The answer is simple: Treat others the way you want to be treated. Many companies are implementing ineffective employee engagement activities like book clubs

individually. By making that investment, employees become more involved and give great ideas.

Team building: These exercises don't have to be done offsite, but can be scheduled during work hours. Take 20 minutes to get co-workers together. Understanding each other better helps the workflow go smoother. Investing in personality assessments such as CliftonStrengths can make all the difference.

Suggestions: The tried-and-true suggestion box. Don't just make it a staple in the corner collecting dust. Use it and show employees that their concerns are being taken seriously. Be sure to address any suggestions with all the employees — others may be thinking the same thing.

Make work fun: Did someone say scavenger hunt? Your crew is at work doing the mundane day in and day out. Start the day with a little fun by announcing a good old-fashioned scavenger hunt. Have employees snap a picture with their phone in front of items on the hunt, such as your mission statement or the first-aid station. Make it fun, but still educational. This can also be added to the company's social media to show off the fun. You can get new employees just by showcasing your culture. Trust and believe — your competition is already doing it.

In the end, you don't need to come up with elaborate ways to get your employees involved. It can be simple and shouldn't take away from their free time. Investment is key to making your company feel like family. You've already made a great impression, that's why they signed up. Now, keep them engaged and growing. **P**

Veronica Durden, MA, SHRM-CP is a human resources and workforce issues professional who specializes in manufacturing. Email: vdurden@pmpa.org — Website: pmpa.org.



and after-hour meetups. These activities take up employees' personal time instead of focusing on initiatives that can be done during work hours.

In the shop, you can:

Develop your talent: Chances are, your next quality or IT expert has been there the whole time. Getting to know your team and their strengths not only strengthens the company but also benefits the employees. Take the time to know your employees