



Five Ways to Create an Environment for Employee Engagement

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

Only employees can engage themselves. You can't do it. All you can do is create an environment which helps people to be self-motivated and engaged. Everyone is different, that is true, but there are common factors that are intrinsic to everybody's level of satisfaction and engagement at work.

Engaged employees voluntarily invest time, effort and take the initiative to contribute to business success in various ways over and above what is expected of them. Why? Because they feel three basic human values: a sense of belonging to a group; a sense of fulfilment and a sense of purpose with their job. These factors help them to be enthusiastic, passionate and energetic.

To achieve these values and engage people make the following visible and part of your business and how they work:

Produce meaningful work – people who believe the work they do is important and valued, will believe in themselves and engage with their work environment. What you need to do is to consistently make clear the importance of their roles to the success of the business. You need to show them the connection between what they do and the company's success whilst setting goals and challenges that will give them a sense of purpose.

Create growth and opportunity - people want to use their skills, and respond to encouragement in stretching themselves and developing themselves further. Are your people fully using their strengths and abilities? Do you know what their strengths and abilities are? Are they being given the opportunity in what they are currently doing to use them? Are their achievements moving in the direction it makes them grow? Are there projects or challenges they can work on to expand their skill set? Help them advance within the company, and provide clear and consistent feedback on how they can improve their performance. This will benefit, in terms of growth, both for the company as well as the employee.



Uphold inspiring leadership – Hands-on, passionate and competent leadership is vital to enthuse and engage teams, whether they're in admin, sales, manufacturing or else. A genuine interest in understanding the needs and aspirations of teams as a group and individuals will pay dividends. Sending the message that their contribution is valued and of importance when wanting to stretch them to achieve goals. Get involved with their experience in the workplace, find out what motivates them and how they define success and what is rewarding to them.

Foster a culture focused on people – It's well acknowledged that companies that recognise their people are their greatest assets reap the benefits. Understand the responsibilities and values of your people outside work and consider initiatives that will enable them to achieve and carry on their personal pursuits. Encourage people to balance hard work with socialising and doing what is important to them. Encourage them to share their ideas, insights and experiences and build up in them a sense of being valued, of camaraderie and of a community where they can thrive; this will increase engagement.

Reward and recognise – people who know their efforts will be recognised and rewarded will happily give their best, volunteer time and deliver great work as opposed to feeling they are obliged to. This is the difference between staff commitment and staff compliance. Demonstrate you're aware of their hard work by appreciating and thanking them for their efforts. Praise great work in meaningful ways and publicly celebrate accomplishments. This will encourage individuals and boost their performance and confidence. Competitive pay and benefits are basic factors to perform well, however incentives for over and above results give employees something extra to strive for.

More motivated, loyal, and committed employees are typically high performers who contribute and produce better results for both their employers and the company clients.

Doesn't everyone want more of these employees!



About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)

Andrew Cooke

An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.

Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.

He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School. He is an accredited associate coach for Marshall Goldsmith Stakeholder Centered Coaching in coaching executives and leaders.

Blue Sky GPS (Growth & Profit Solutions)

Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](#), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.

Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.wordpress.com>.

To find out more about this visit the [GPS website](#) or contact Andrew at andrew.cooke@business-gps.com.au or on +61 (0)401 842 673.