

5 Things Every CEO Needs to Know About Employee Engagement

Company culture and employee engagement should be a C-suite priority. All too often these areas are seen as solely the responsibility of HR. Little surprise then that 45% of workers¹ feel their leadership has minimal or no commitment to improving company culture. Change is needed. And it starts at the top.



Employee engagement is a vital force for moving your company forward, but the impact and value of this force won't be realized unless your entire leadership team (including the C-suite) participates

- Jeff Cates, CEO, Achievers²

Here are five actions that every CEO can take, to make employee engagement a priority and benefit from improved company culture:

1. View your company as a social enterprise

Think of the company as a social enterprise centred around its human side.

Enhance employee engagement and well-being by developing employee networks and focusing on personal relationships and openness.



85% of employees are not engaged or are actively disengaged from their jobs

Deloitte: Global Human Capital Trends Report³

2. Leverage the power of leadership recognition

Use your position to build a culture of recognition.

Lead by example to make recognition an everyday habit. Even your leadership peers benefit from recognition. When employees feel appreciated, increased employee engagement and retention are likely to result.



35% of employees wanted more recognition as support during the COVID-19 pandemic

Achievers: 2020 Culture Report⁴

3. Encourage employee voice

Build a listening-action loop.

Your workforce has feedback to give and wants to be heard. Once leaders have listened, action is essential. Build collaborative action plans with teams, to strengthen employee engagement and reap positive business results.



90% of workers are more likely to stay at an employer that takes/acts on feedback

Achievers: 2020 Engagement & Retention Report⁵

4. Take advantage of technology

Connect through technology and social media.

Real-time employee engagement enables you to recognise the workforce frequently and make timely business decisions based on feedback. The technology itself isn't the goal, but it can help you achieve the change you need.



88% of CHROs say their organisation needs to invest in 3+ technologies in the next 2 years

Gartner: HR Trends & Priorities Report⁶

5. Individualise employee rewards

Build a rewards system that reflects your company culture.

See employees as individuals and empower them to state their preferences. Use a points-based recognition and rewards platform so employees can accrue points and choose rewards that are of value to them.



Only 11% of those surveyed had rewards systems highly aligned with organisational goals

Deloitte: Global Human Capital Trends Report⁷

To embed your employee engagement strategy into company culture, make it as easy as possible to join in:

- Implement one-click recognitions, so there's always time to appreciate employees
- Celebrate achievements frequently
- Measure engagement by continuous listening

What gets recognised gets repeated

- Achievers⁸



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To learn more about boosting your company culture through an intuitive and efficient employee recognition programme, contact Achievers today.

¹<https://www.achievers.com/resources/white-papers/2020-engagement-retention-report/>

²<https://www.achievers.com/resources/white-papers/2020-engagement-retention-report/>

³<https://www.achievers.com/blog/things-your-ceo-needs-to-know-about-employee-engagement/>

⁴<https://www.gartner.com/smarterwithgartner/improve-employee-experience-with-consumer-centric-hr/>

⁵<https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2019/leading-social-enterprise.html>

⁶<https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2019/leading-social-enterprise.html>

⁷<https://www.achievers.com/resources/white-papers/2020-culture-report/>

⁸<https://www.achievers.com/blog/why-leaders-need-to-be-recognition-champions/>