

The Case for Employee Engagement and EI

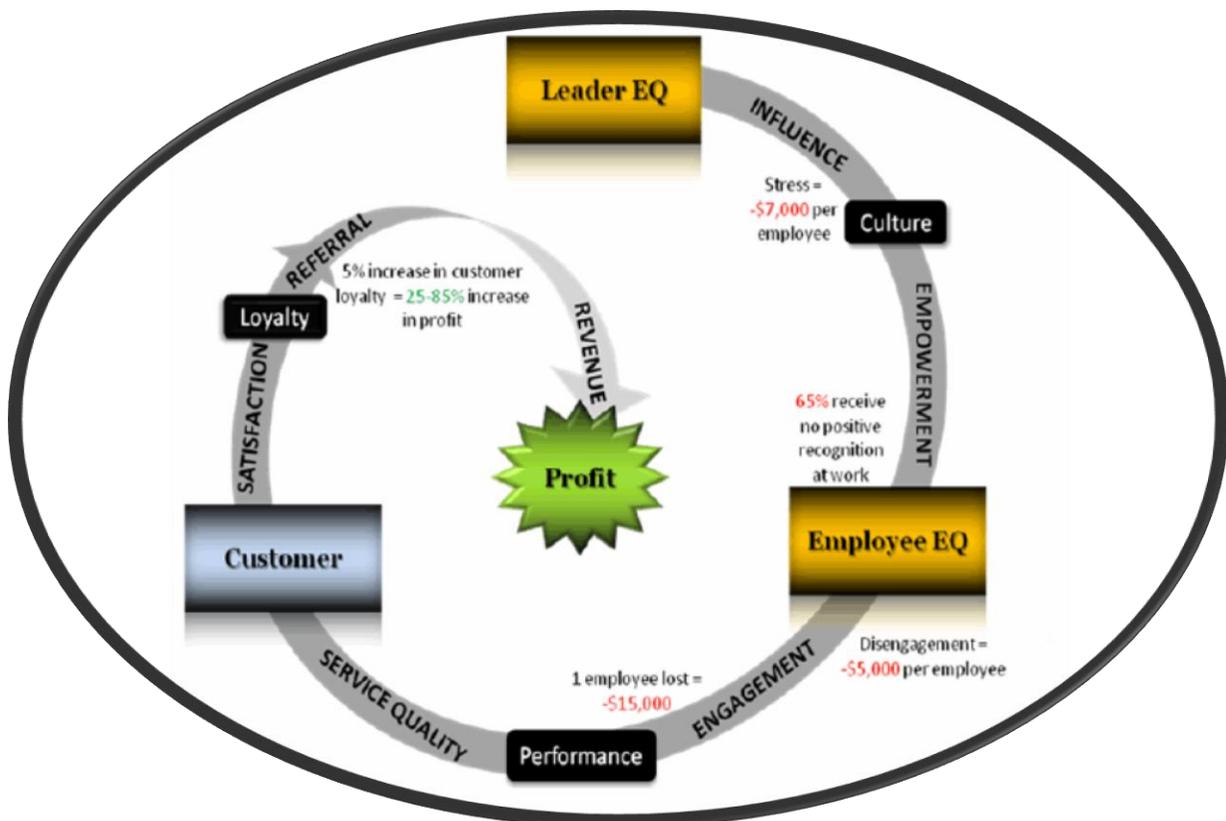
*Struggling to
assess employee
engagement
at your
organization?*

We have all heard of companies with the game rooms, free work out and massage rooms, Friday hula parties, and outings, which are usually geared toward employee happiness and satisfaction. While these activities are fun, and certainly valuable for other reasons, increasing employee satisfaction, is different from [increasing employee engagement](#). Someone may be perfectly happy at work, but that doesn't necessarily mean they are working hard, are productive and conducive to the best outcomes for their organization. In other words, [employee engagement](#) doesn't equate happiness at work, or satisfaction at work.

A satisfied employee might display some great standards, such as being on time, putting in the required hours, not complaining, and not having many absent days. Employee satisfaction surveys are certainly in abundance, and organization executives talk about how they use them every year and quarter. The truth of the matter is that a "satisfied" employee is not a top performer. The satisfied employee will not exert his or her efforts during a campaign on her own. He will not stay after hours to complete the reports that will get the organization those investor funds. She will not stay extra to drive that last route on time that will get the package to the right hands the day before. The satisfied employee may most likely answer the recruiter's call who promises her even an 8% increase in pay.

*Organizational
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The gold standard for employee engagement is definitely not the low standard that employee satisfaction is set in most organizations. It's the emotional commitment that an employee makes to the organization that motivates employees to care about their level of work and the outcomes they contribute to. The engagement goes above and beyond the next paycheck, or the promotion, or access to company account, or even the corner office. The engaged employee practices **Organization Citizenship Behaviors**. These are behaviors that are displayed by the employee when they are not asked. Engaged employees are the reason for business outcomes, such as productivity, increased customer satisfaction, and marked boosts in bottom-line.



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According to the research by Towers Perrin, companies with engaged workers have 6% higher net profit margins. Kenexa research also showed through their research that engaged employees have 5 times higher shareholder returns over 5 years.

At our organization, we work with our clients increasing the learning curve when it comes to the [emotional intelligence](#) of every employee. We strongly adhere to the Engagement-Profit Chain model where, emotionally intelligent employees provide higher quality of service, leading to increased customer satisfaction, leading to increased sales, repeat business and referrals, leading to higher profits and shareholder returns. The leaders at an organization set the tone and culture for interactions. The [Leader's EQ](#) affects their team's emotions and behaviors. Such emotional contagion, travels down the chains of an organization, ultimately affecting your customers' emotions and buying behavior, exponentially affecting your bottom-line.

Here are a few ways EI can be used to boost Employee Engagement:

1. Self-Awareness
2. Improved Initial Contact
3. Social Awareness
4. Follow Through
5. Negotiation
6. Offer & Leverage

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Furthermore, as proven before, what is measured is what is improved. To embed the culture of [emotional intelligence](#) and [engagement](#) within an organization, organizations need to take certain steps as outlined below.

1. Test
2. Train
3. Retest
4. Embed into the compensation and culture
5. Hire with the competencies incorporating EI

As former CEO of GE Jack Welsh once said, “There are only three measurements that tell you nearly everything you need to know about your organization’s overall performance: [employee engagement](#), customer satisfaction, and cash flow. It goes without saying that no company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.”

Engagement Cycle Diagram

