HR Brief

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June 2017

Only One-third of Employees are Engaged at Work

Employee engagement—or the commitment and energy that employees bring to work—impacts productivity and performance. According to a recent Gallup poll, only 33 percent of employees are engaged at work.

Engaged vs. Disengaged Employees

Engaged employees are more than just satisfied with their jobs, they are committed to the company and its goals. They have passion, pride and energy for their work and their organization, and are willing to go the extra mile on a regular basis. Employees who are truly engaged stay because they enjoy their work and support the company.

On the flipside, disengaged employees simply work for a paycheck, favorable working conditions or job security.

It's important to note that employees can enjoy their work and be satisfied without being necessarily engaged.

The Impact of Engagement

Employee engagement has been linked to decreased turnover rates and increased productivity, efficiency and profits. This information indicates that employee engagement is critical to retaining the best and the brightest employees at your organization.

Tips for Raising Employee Engagement

By identifying areas that may be hindering employee engagement, your company can focus on improving those areas to strive toward a more engaged, productive and profitable workforce.

Although there is no tried-and-true way to raise employee engagement, experts agree that you can start by doing the following:

- Demonstrate a top-down commitment to engagement.

- Define your engaged purpose.

- Prove your ability to measure and score engagement levels on an ongoing basis.

Prevent a PR Crisis from Turning into a PR Disaster

Few people ever expect to have to deal with a public relations (PR) crisis until they are in the throes of one. To improve your organization's ability to handle a PR crisis, plan your response beforehand. Consider the following four suggestions when planning your company's crisis response:

1. Create a crisis communication team who will be responsible for creating and executing the crisis response and managing the situation as it unfolds.

2. Prepare a company fact sheet, listing information about your company to hand out if a crisis occurs.

3. If a crisis occurs, do not wait too long to go public with any problem that affects your customers.

4. Encourage company leaders and the crisis response team to think twice about the tone of any response they put out.