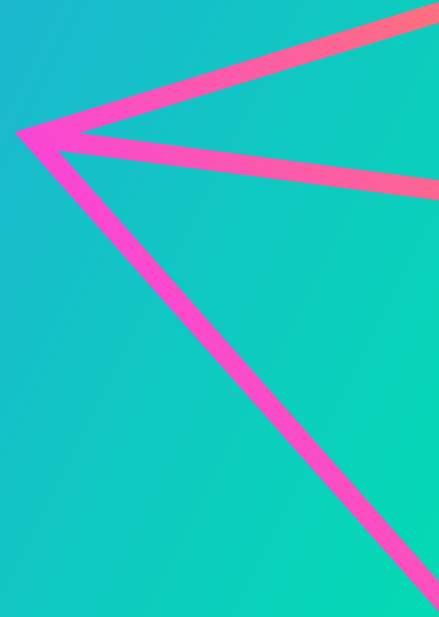




Employee Engagement & Retention

**Internal communications
strategies and recommendations**



Saxum Philosophy

Employees who are invested in their everyday work and the success of the organization are critical in realizing an organization's overall mission and retention of top employees. Engaged employees who have a positive emotional connection with an organization and feel a sense of purpose in their jobs can help drive long-term success and overall employee satisfaction and retention.

Strategies

1. Gather Feedback, Early & Often



Give and solicit regular feedback

Feedback is a gift. Giving frequent, candid feedback is a benefit to everyone. You can reward good behaviors and results as they occur, which encourages more of the same good behavior. An employee who is having trouble meeting expectations should never be blindsided by feedback they receive. Asking staff meaningful questions and soliciting discussion provides the support they need to improve.



Conduct regular employee sentiment surveys

Before you can work on improving employee engagement, you need to know where your baseline is. Regular employee sentiment surveys help you understand where you can begin to make an impact in improving overall employee engagement. The questions in an employee engagement survey should address the everyday experiences of employees, how they interact with management and the overall company mission. It's important that employees be able to respond anonymously so they provide honest feedback.

- Select a few areas for improvement based on the survey. Report results, key learnings, next steps and roles/accountabilities and follow up regularly with status of improvement initiatives. When an employee recognizes that their feedback is important and their voice was heard, they will be more likely to continue building engagement, trust and commitment within the organization.

2. Educate Your Team on Your Organization

Communicate your organization's purpose and mission often

Repetition is important. Leaders may often feel they have communicated their purpose and mission well to employees, but many have only stated it once or a few times, which doesn't result in a change or translate into a deeper understanding among staff. Restating your mission and purpose regularly can build a stronger sense of purpose in employees - which is more important than ever in the workplace. A sense of purpose in work is more important than ever. Studies show that when people believe that their work matters, they're four times more likely to be engaged, are more motivated, learn faster and are more fulfilled.

Communicate using a variety of channels and methods to reach employees in the way they prefer and learn best

- **Videos are an effective way to reach visual learners**

Send monthly videos from leadership communicating important updates
- Sharing regular video updates from key leadership helps build trust, convey important messages and often increases engagement.

- **Written communications are important for more in-depth, data-heavy and recognition-type communications**

Send weekly staff update emails - Openly share and recognize the successes of the organization, team accomplishments, data analysis, measurements, etc. It can serve as a motivation boost for the team to hear the positive results of their hard work.

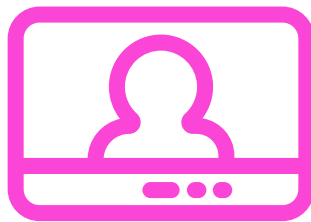
Establish a centralized method of communication

Stand up an intranet or other centralized means of reaching employees that is mobile friendly and accessible by all employees. It's important that the information posted on your intranet is up to date and available to all employees.

Communicate:



**YOUR PURPOSE
& MISSION**



**IN A VARIETY
OF WAYS**



**CENTRALIZED
INFORMATION**



3. Recognize & Celebrate Your Team

Distribute internal performance awards

Identify specific behaviors and performance results aligned with your organization's goals and values, and recognize (internally and externally as appropriate) and reward those behaviors as frequently as possible.

- **Leadership recognition for employees**
- **Peer-to-peer recognition**

Celebrate key milestones in your employees' lives

Let employees know that you care about them by recognizing important events in their lives like birthdays, anniversaries, births, etc. It's important to show you're invested in both their professional and personal successes.

Share a monthly staff highlight

Feature staff on social media, your organization's website, staff communications/events, etc. These features will help instill pride in staff and deepen their commitment and loyalty to your organization.

4. Activate & Empower Your Employees To Connect

Empower managers to have crucial conversations with their teams

Develop manager communication guides that help facilitate key conversations. Determine employee engagement messages and incorporate them into guides. Utilize senior leadership to help convey key messages to staff since they often hold the most trust with staff.

Host remote virtual town hall events

The geographic distribution of your employees can have a huge impact on employee engagement. If you have employees who work remotely, it's important to be intentional about utilizing technology like video conferencing to help employees in multiple locations feel like part of the team. Consider hosting virtual events to keep your remote employees engaged—and that includes social events, too!

Host an annual employee roadshow

The opportunity for senior leadership to meet with employees in person is invaluable in developing trust and engaging employees. Plan an annual roadshow featuring your CEO and other senior leadership team members with in-person meetings, breakfasts, lunches or such at strategic locations - invite all employees to participate in an in-person event.



5. Offer Opportunities for Collaboration

Host monthly coffees, breakfasts and/or lunches with leadership

Offer time for staff to connect with leadership for regular informal in-person or virtual sessions to ask questions and learn more about the work and mission/vision of your organization.

Form employee engagement committees

Giving passionate, high-performing staff at every level of your organization an opportunity to help foster employee engagement provides a great opportunity to learn from those who are on-the-ground. This group has unique insight on ways to reach colleagues and can help you define strategies to improve employee satisfaction.

Offer team-building activities

Dedicate time for team members to build strong relationships at work that help drive employee engagement. Such as:

- Host lunch for the team and provide icebreakers to encourage conversation. Eating lunch together is a great way for colleagues to connect if they are on teams that don't normally interact, and it's an easy and low-budget way to encourage relationship building.
- Provide spaces and virtual opportunities for collaboration and informal discussions. Trust is often built in settings that allow team members to connect at a deeper and more meaningful level.



Integrate technology to enhance team connection

Technology enables teams to engage with each other in and out of the office, giving employees the freedom to maintain a better work-life balance. Tools such as video conferencing like Microsoft Teams or Zoom, business communication platforms like Slack, social networking and online company portals make it easier to engage employees who work in different geographic locations.





6. Serve Your Team & The Community



Focus on diversity and inclusion

The more diverse your team, the better they perform. Gartner Research found a **12 percent boost** in performance among diverse teams. Having a team with diverse backgrounds and experiences encourages creativity and more innovation. It's also important to ensure you are building an inclusive culture that promotes diversity and offers a psychologically safe environment for all employees to thrive and succeed in the workplace.



Encourage opportunities for employees to give back

The majority of today's workforce want the companies they work for to be socially responsible. They want to work for organizations that share their values. Employees are looking for opportunities to give back, and in addition to offering opportunities for them to actively participate in the company's mission to do good, consider helping them find a social purpose in the community that aligns with your organization and their passions.

