

PERSONALISING EMPLOYEE EXPERIENCE, IMPROVING EMPLOYEE ENGAGEMENT

HR practices have usually focused on the “one-size-fits-all” approach in managing their employees. This approach may not be suitable in most cases because of the psychological conditions and privacies of employees.

Instead, organisations should look to personalise their employees’ experiences in the workplace, to not only improve employee engagement but also benefit their business as well.

With changing workforce demographics comes employees’ shifting expectations at the workplace. The impact of employee engagement on the health and profitability of an organisation has never been greater.

While this has led to some organisations choosing to focus on digitalising employee engagement – a growing trend which still serves one ultimate purpose to increase employee productivity and business profitability – there are many other ways to personalise the employee experience and improve employee engagement.

Here are just 7 ways to do so:

1 OFFER CLEAR CAREER PATHWAYS AND CONTINUOUS LEARNING

Offering career advancement to employees can increase retention rate within the organisation. Customising talent quality programs to suit different employees’ personal interests and unique skill sets is something that leaders of an organisation need to take into consideration as part of their retention strategy.

2 HARNESS THE POWER OF ANALYTICS

Treat your worker as you would your new client. With such a notion in mind, you must apply selling strategy even for your new

hires. Before understanding what your worker wants, it is important to grasp the position where your company stands. Harness the potential of knowledge and analytics to help you gain deeper insights on this matter. Measurable knowledge obtained from surveys, forms and interviews could be a nice facilitation method to faucet into bottom-up development. By analysing the patterns emerging from the data collected, you'll be able to identify specific trends among staff and use them for personal development.

3 FOSTER STRONG TEAMWORK
Encourage collaboration and healthy competition among co-workers by fostering sturdy cooperation. One way to do this is through face-to-face meetings or discussions. You'll be able to concentrate on building solid relationships by hosting regular get-togethers, even outside the workplace. Through such informal approaches to networking, you'll be able to connect with staff and build healthier relationships. This way, employees will feel valued and more enthusiastic about their work.

4 RECOGNISE AND REWARD EMPLOYEES
As a frontrunner, you must be equipped with a robust system of recognition and rewards. The system ought to be honest and fair for every individual. Leaders can choose to display and celebrate achievements publicly. This could be a positive and constructive way of building your workplace culture.

5 UPDATE YOUR TOOLS AND TECHNOLOGY
Digital technology has remodelled the means we have to interact with one another. Update your HR tools and leverage advancements in technology. Using digital technology and automation not only provides seamless business operation, but also maximise staff performance and increase productivity. For example, you'll be able to generate collaboration tools to foster a culture of cooperation, or supply communication platforms to bridge communication gaps. Workers will feel personally recognised.

6 IMPLEMENT GAMIFICATION STRATEGIES
With 90% of employees more productive with gamification¹, this strategy rides on the recent trend of employees' need for instant rewards and feedback, as well as making work more enjoyable, thus boosting engagement, retention and revenues.

7 REGULAR COMMUNICATION
Communication is key in employee engagement. As a leader, it is important to interact with your team to understand their interests. Try to get their opinions on issues like recognition and awards, office design or even on which software to use. Have a fruitful conversation on areas pertaining to personal development, such as performance-related feedback, career counselling/advisory, work-related improvements or challenges.

The reality is that some organisations may not be able to afford to personalise each employees' experience, especially those with a larger workforce. Yet there are still ways to improve employee engagement, simply by optimising existing resources and adopting some of these ideas:

a) Targeted personalisation

Leaders can choose to target employees with higher potential or team members who possess valuable skill sets that could help fuel organisational growth.

b) Win "low-hanging fruit"

Middle managers are also important in this equation. Coaching and mentoring by managers can instantly address employees' pain points or challenges through instant feedback or recognition.

c) Start small

Utilising existing HR data, HR departments could evaluate the effectiveness of ongoing HR initiatives and team productivity to help understand employees better. By re-evaluating relevant initiatives, HR departments could turn these information into relevant analytics and help develop a more personalised employee development experience.

While organisations might incur some costs to personalise the employee experience, it is worth doing so to improve employee engagement in your workplace and to keep up with today's changing workforce. This will, more importantly, help your organisation stay ahead in the race to attract and retain increasingly-scarce talent.

Reference:

¹ Medium (2018). How Gamification in the Workplace Impacts Employee Productivity.

