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**Programme: M.A., HUMAN RESOURCE
MANAGEMENT**
Course Title : Employee Engagement
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Unit-III
Engagement For Job

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Engagement and Job

This presentation will explore the multifaceted nature of employee engagement, outlining its significance, key drivers, and practical strategies for fostering a thriving work environment.

Engagement vs. Satisfaction

Engagement

Active participation, enthusiasm, and dedication towards work and company goals.

Satisfaction

A positive feeling of fulfillment and contentment with one's job and work environment.

Engagement Drivers and Models

Engagement



Engagement



Meaningful Work

Employees feel their work is valuable and contributes to something bigger.



Positive Work Environment

Respectful, supportive, and collaborative culture fosters a sense of belonging.



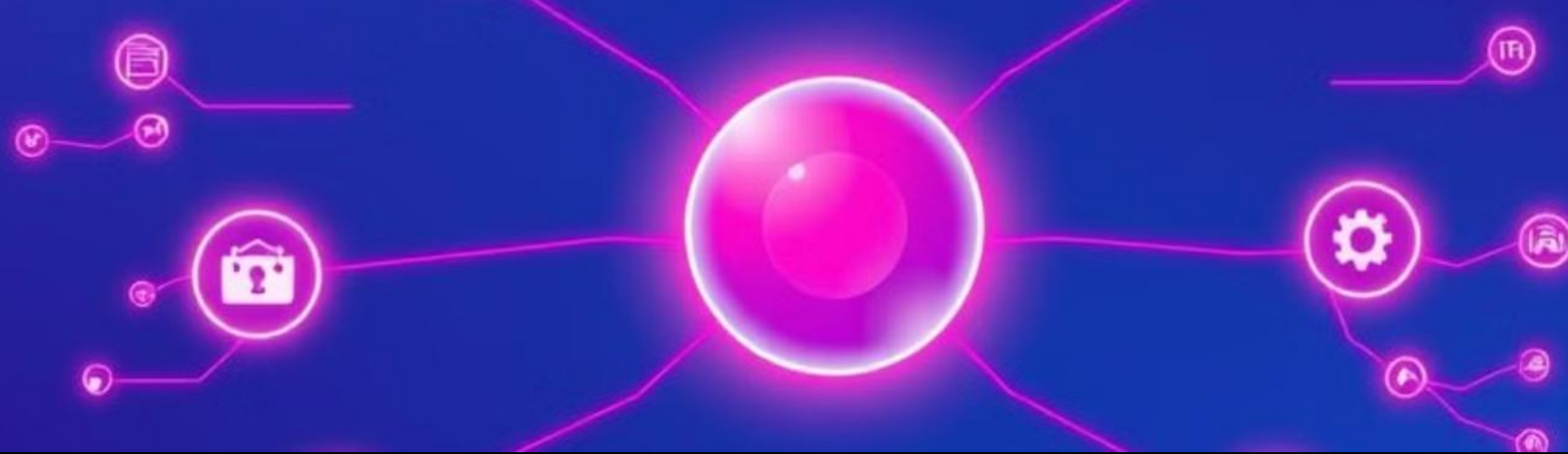
Growth Opportunities

Opportunities for learning, development, and career advancement are provided.



Recognition and Rewards

Employees feel appreciated and valued for their contributions.



Types of Engagement

Work Engagement

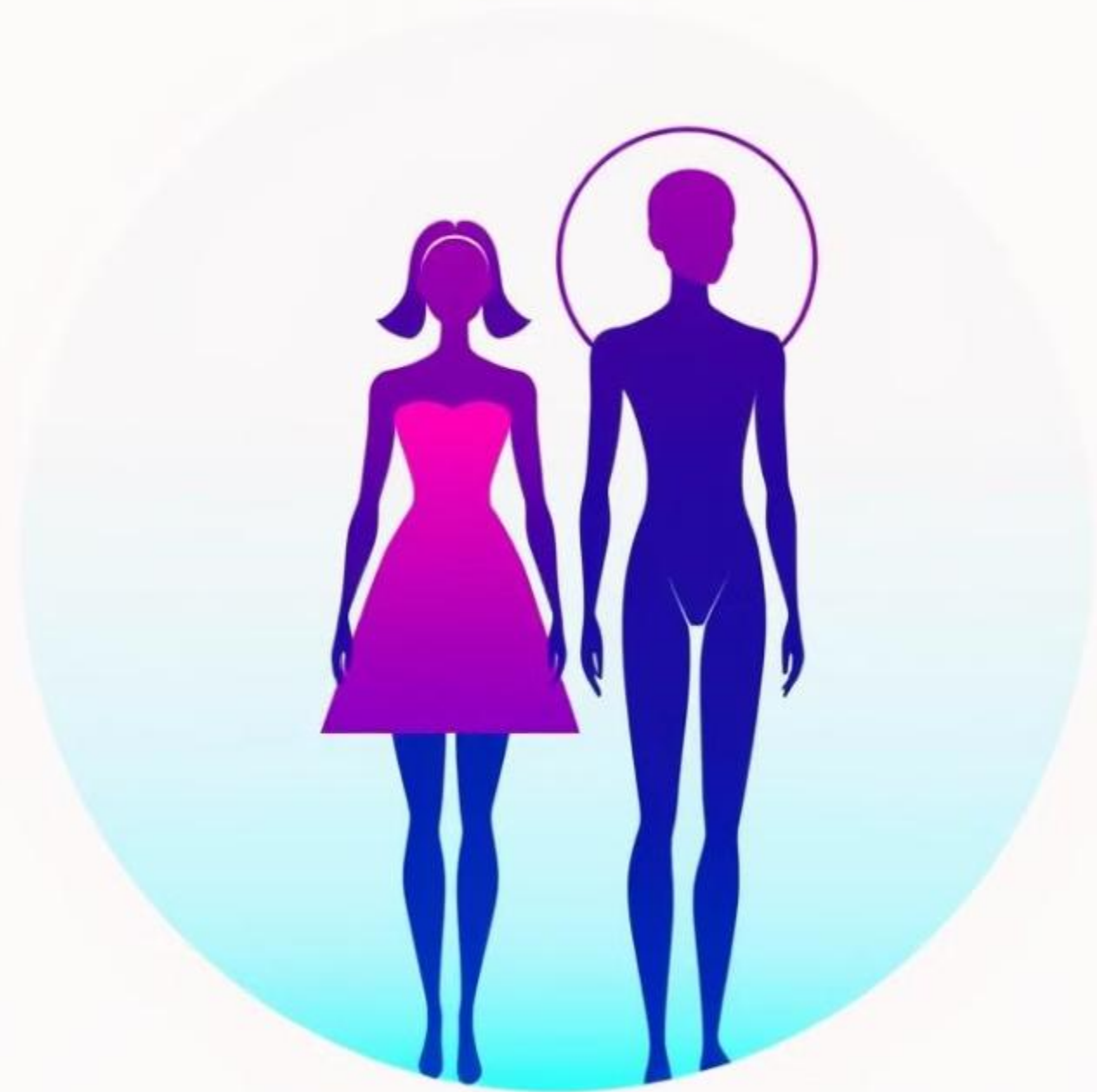
Employee's commitment and dedication to the work itself.

Job Engagement

Focus on the specific job responsibilities and tasks assigned.

Organizational Engagement

Connection and loyalty towards the company as a whole.



Gender Issues in Engagement



Gender Gap

Addressing the potential disparities in engagement levels between genders.



Work-Life Balance

Supporting employees with flexible work arrangements to manage both their careers and personal lives.



Leadership Representation

Promoting diverse leadership to create inclusive and equitable work environments.



Building an Effective Engagement Campaign





Burnout and Disengagement

1

Signs of Burnout

Physical and emotional exhaustion, cynicism, and reduced productivity.

2

Addressing Burnout

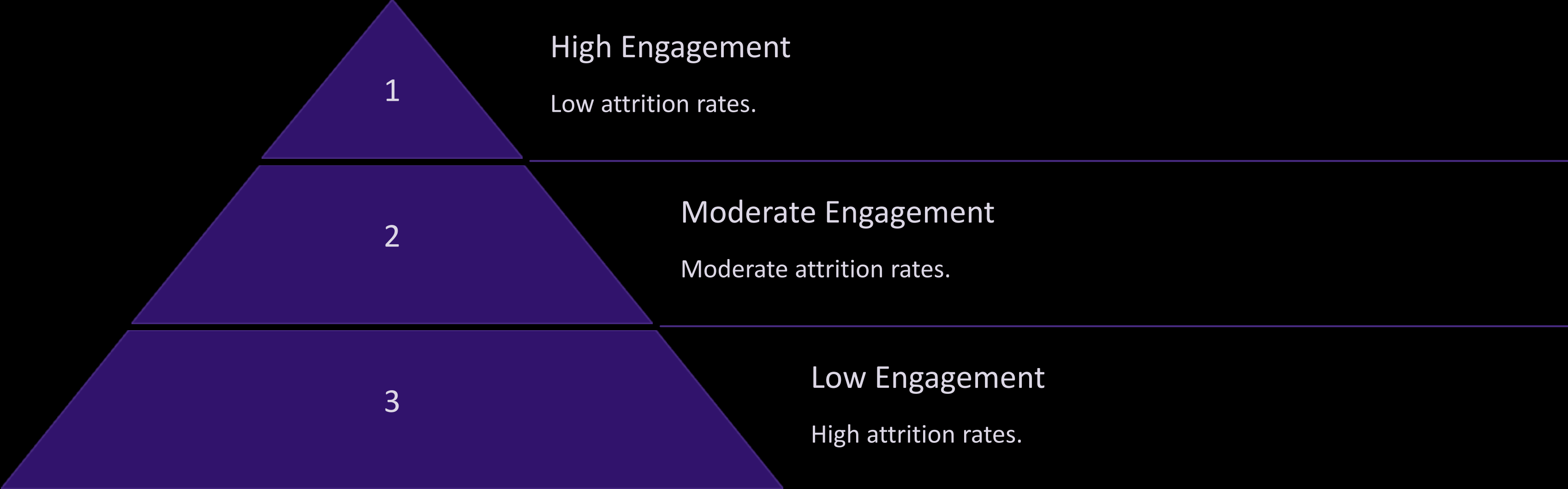
Promoting work-life balance, providing support resources, and fostering a positive work culture.

3

Preventing Disengagement

Recognizing early warning signs, offering support, and fostering a culture of open communication.

Engagement and Attrition



Engagement Models

- **The Gallup Q12 Model:** Focuses on 12 questions that gauge employee engagement based on key factors like support, growth, and recognition.
- **The Maslach Burnout Inventory Model:** Measures engagement through burnout dimensions such as exhaustion and cynicism.
- **The Aon Hewitt Model:** Engages employees through engagement dimensions like work culture, leadership, and resources.

Work Engagement

- **Definition:** Involves the emotional commitment and enthusiasm an employee has toward their day-to-day tasks.
- **Characteristics:** Energy, focus, and enthusiasm for the work at hand.
- **Impact:** Work engagement leads to higher productivity, creativity, and satisfaction in job performance.

Job Engagement

- **Definition:** Refers to an employee's emotional attachment and involvement in their specific job role.
- **Characteristics:** High levels of involvement, sense of ownership, and a desire to perform well.
- **Impact:** Job engagement leads to improved performance, job satisfaction, and retention.

Organizational Engagement

- **Definition:** Involves the broader connection and commitment an employee feels toward the entire organization.
- **Characteristics:** Employees are aligned with company goals, values, and culture.
- **Impact:** Organizational engagement leads to loyalty, organizational commitment, and reduced turnover.

Gender Issues in Engagement

- **Differences in Engagement:** Studies show that men and women may have different drivers and experiences regarding engagement.
- **Women's Engagement Drivers:** Career advancement opportunities, work-life balance, and workplace flexibility.
- **Men's Engagement Drivers:** Recognition, leadership opportunities, and challenging work.

Steps for Creating an Engagement Campaign

- **Step 1: Assess Current Engagement Levels:** Use surveys, focus groups, or feedback tools to gauge employee engagement.
- **Step 2: Set Clear Objectives:** Define the goals of the campaign—improve communication, recognition, or professional development.
- **Step 3: Tailor Engagement Strategies:** Design initiatives that target the unique needs of employees across various departments and roles.
- **Step 4: Communicate the Plan:** Ensure that all employees understand the purpose and importance of the engagement campaign.
- **Step 5: Implement Engagement Initiatives:** Roll out activities such as workshops, recognition programs, and feedback channels.

Measuring the Success of Engagement Campaigns

- **Key Metrics:** Monitor participation rates, employee feedback, and performance indicators such as productivity and turnover.
- **Adjust and Iterate:** Regularly assess the impact of the campaign and make adjustments based on feedback and outcomes.

Understanding Burnout and Disengagement

- **Burnout:** A state of emotional, physical, and mental exhaustion caused by prolonged stress and overwork.
- **Disengagement:** When employees lose interest, commitment, and motivation toward their work and the organization.
- **Symptoms of Burnout:** Increased absenteeism, reduced productivity, cynicism, and apathy.

Causes of Burnout and Disengagement

- **Work Overload:** Unrealistic expectations and excessive workload lead to stress and burnout.
- **Lack of Recognition:** Employees feel disengaged when their contributions are not acknowledged.
- **Poor Leadership:** A lack of supportive leadership contributes to disengagement and burnout.
- **Job Mismatch:** When employees' roles don't align with their strengths or interests.

Addressing Burnout and Disengagement

- **Promote Work-Life Balance:** Encourage employees to take breaks, use vacation days, and disconnect from work.
- **Provide Support and Resources:** Offer mental health support, stress management workshops, and wellness programs.
- **Recognize and Reward Contributions:** Regularly recognize and appreciate employee efforts to prevent burnout.
- **Offer Development Opportunities:** Ensure employees have growth opportunities to keep them engaged and motivated.

Conclusion

- **Engagement vs. Satisfaction:** Engagement drives productivity and loyalty, whereas satisfaction only measures contentment.
- **Types of Engagement:** Work, job, and organizational engagement all play a role in employee success.
- **Burnout and Disengagement:** Addressing these issues is crucial for maintaining a motivated workforce.
- **Engagement Campaigns and Attrition:** Effective engagement reduces turnover and builds long-term loyalty.