

Next Level Employee Engagement

Supercharge your talent with employee experience



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Guide to supercharging your talent with employee experience

Intro and Context

The past few years have brought accelerated changes to the working environment. Organisations are required to become more agile than ever before to deal with changing employee expectations and to hold onto their talent.

39% of HR leaders are harnessing the Covid crisis to reshape and reprioritise their company's talent agenda.

Annual feedback surveys are no longer enough to keep pace with how employees are feeling and what they need. Employees demand instant improvements which makes regular feedback a necessity.

This guide is for you if:

- You already have a great employee engagement strategy in place – but you're wondering what is next
- Your feedback surveys are returning solid scores but you need an additional "edge"
- You want to level up your employee engagement strategy
- Your current engagement strategy isn't hitting the mark anymore
- Your ambition is to create an incredible workplace both now and in the future

Where do you go from here?

The next steps in your employee engagement journey are likely to be focused in 3 areas:

1. Your employee experience
2. Your employee value proposition
3. The future of work / your organisation

1

Employee Experience

If you have a good level of employee engagement currently, you can take it to the next level by optimising every element of your employee experience, ensuring that your team members feel valued, supported, and engaged in their work.

Employee Value Proposition

Of course, you'll then want to share that and make sure the world knows. That's where your employer value proposition (EVP) comes in. This highlights what sets your organisation apart and makes sure that it is communicated effectively to both current and prospective employees.

2

3

Future of Work

Finally, the third area of focus is preparing for the future of work, taking proactive steps today to ensure that your organisation is well-positioned for success in an ever-evolving business landscape. Attracting the best talent, by being ahead of the competition.



Employee Experience – what is it?

Employee experience is the sum of all the individual experiences and employee journeys that your employees have, as they enter the organisation and move through it. Great employee journeys and experiences create high employee engagement and the benefits that brings. Of course, the opposite is also true.

Employee experience really is in every interaction an employee has in an organisation. There's the "big things" – such as the experience they had when they were onboarding, the journey they had as they returned from a period of long term sick, or their experience of promotion.

But it's also in the smaller things; the type of coffee, where they park and the colours of the walls in the breakout area!

Employee experience will increasingly be a crucial aspect for organisations to focus on in order to drive engagement and retain top talent. Crafting and maintaining engaging experiences for an individual, from when they enter an organisation, through to when they leave can impact hugely on engagement, retention and performance.

Retention

When employees have a positive and enjoyable experience in the workplace, they are more likely to stay with the company longer term. High employee turnover can be costly for a business in terms of recruitment and training costs, lost productivity, and reduced morale among remaining employees. – It always makes sense to focus on retention ahead of recruitment.

Engagement

Overall, a positive employee experience can increase employee engagement and the link between these two concepts is clear. Engaged employees are more likely to be committed to their work, contribute to the success of the company, and feel a sense of purpose and fulfilment.

Performance

A positive employee experience can improve employee performance. When employees feel supported, empowered, and engaged, they are more likely to be productive and deliver high-quality work – the secret to unlocking a high-performing organisation is undoubtedly in employee experience.

Reputation

A positive employee experience can enhance a company's reputation as an employer. This can help attract top talent and build a strong employer brand / EVP, attracting talent and fueling additional engagement with the right people in your organisation.

It's also known that the benefits here bleed into customer and consumer reputation. Boosting customer service and revenue through overall improved performance.

Data is key to informed decision making

Companies with highly engaged teams achieve on average 59% less employee turnover. So focusing on, and investing in the details can really make a difference.

Organisations need to become obsessed with creating a great employee experience by leveraging regular employee data and insight to understand what their employees need and want.

This isn't a one-off project. It is important to continually review and make improvements to the employee experience to ensure that it stays relevant and effective in driving engagement, as your organisation changes and your talent evolves.

Consider this example of how we might examine the onboarding process in an organisation. At Ten Space, we do this through a series of feedback surveys, designed to build up a rich picture of insights about a specific employee journey:

Week 1 – Checking in with the employee

How was their first week? How did it feel compared to the recruitment process? Did it meet your expectations? How do you feel going into the following week? Overall, how engaged do you feel at this point in your journey?



Week 6 – The first month

Do you feel you have everything you need to succeed? Are you clear on the vision, mission, values of the organisation? Are your expectations being met? How do you feel going into the next month? Overall, how engaged do you feel at this point in your journey?



Week 12 – Can you deliver?

Do you have all the training and support you need to succeed? Do you have clear personal goals and objectives? How do you feel going into the next 6 months? Overall, how engaged do you feel at this point in your journey?



6 Months – Progression

How could we help you to continue to deliver in your role? Are you clear on how you can progress your career here? Do you see yourself still with the organisation in 2 years time? How do you feel going into the next 6 months? Overall, how engaged do you feel at this point in your journey?

By checking-in in this way – not just once, but multiple times, we can build up a rich picture of the employee journey during onboarding and where engagement peaks and drops away.

Doing this across multiple employees, with additional analytics in the background can help give incredible insight to impact on early and longer term retention.

You may find that there are particular leaders who are great at onboarding and build early success that you can replicate. Or particular locations where the IT set up causes early frustration. Or maybe there is a point, say 4 months in, where engagement tends to wane and you identify an intervention is needed across your population to check in and boost engagement.

Whatever the insight that is gained from this process, it's likely to deliver a return on investment of time and focus spent on capturing the feedback, through improved retention and higher performance of new starters.



Poor retention costs UK businesses around £42 billion every year.

We can build up this type of engagement across multiple employee journeys, to gather great insight about the overall employee experience. Here's just a few other examples:

- Tracking and following your top talent as they move through a leadership programme
- Understanding the experiences of those who identify as neurodivergent in the organisation
- Following the journey of maternity returners as they integrate back into the workplace
- Understanding the impact of the benefits package across different demographics in the workplace
- Tracking the impact of a key wellbeing initiative that was introduced across the workplace.

Capturing this engagement data and insights can be a fantastic opportunity to more closely join the dots of return on investment of key initiatives and spend that typically sit within a HR team.

Employee Value Proposition (EVP)

What is EVP?

An employee value proposition (EVP) is made up of all the elements that an employer offers to its employees in exchange for their skills, experience, and time. Much more than salary, it's the value that employees receive for working at a particular organisation.

An EVP can include things like:

- An engaging, positive and supportive employee experience
- A healthy & engaging work culture
- Inspiring leaders and managers
- Salary, compensation and benefits
- Career growth and development opportunities
- Work-life balance and flexibility
- Recognition & rewards
- Diversity, equity, inclusion & a sense of belonging
- Communication & ways of working



The ultimate goal of a strong EVP is to attract and retain talented employees by giving them a compelling reason to join an organisation and then more reasons to stay. Done well, it helps to differentiate from competitors and create a sense of pride and loyalty among employees.

If you've invested in your employee experience and believe you have a culture to shout about, it's important to position yourself and your organisation externally in the best possible way to attract and retain the talent you need.

By delivering on your EVP you can decrease employee turnover by nearly 70%.

Shouting about the employee experience you have created is a powerful way to demonstrate your commitment to creating a positive, engaging and fulfilling work environment for your employees.

This is where the return on investment (ROI) of employee experience and engagement can go up a level. A strong EVP means you retain your best talent, bringing down recruitment costs. But it can also mean that it's easier to recruit new talent when you need to. Ease of recruitment, often means less time and fees spent, again bringing down your talent costs and giving a great ROI.

EVP: Not a 'one-off' piece of work

Shaping your EVP isn't something you can do once and consider it done. Remember your organisation, your industry and your talent are continually changing.

Continuously evolving the employee experience to match the changing needs and preferences of your talent is key to attracting and retaining the best employees.

At Ten Space, we suggest you do this with regular engagement surveys. Capturing your talent's thoughts, ideas and feedback, giving you continual insight about how your employees feel and what external talent might want to know about your organisation.

By continuously improving and adapting the employee experience, you can stay ahead of the curve and set the standard for others to follow.

15% of candidates turn down an offer because of bad company culture.

You can not only attract and retain top talent, but also create a workplace culture that is high-performing, supportive and inspiring.



This one-pager will give you some ideas to strengthen and evolve your EVP.

The Future of Work

If you want the best talent, positioning yourself as 'ahead of the pack' in the field of employee experience is crucial in today's rapidly evolving business landscape. The future of work is exponentially changing, and it's important to be future-ready today, not tomorrow.

By anticipating the key points that will shape the future of work, you can ensure that your organisation remains at the forefront of the latest developments and best practices in employee engagement and experience.

Any great employee engagement and experience strategy should have a strong element of preparing for the future.

Here are some areas to consider:

Technology

Technology is driving significant changes in the workplace and the pace of change grows exponentially every year.

Automation, artificial intelligence, and robotics are transforming the nature of work and increasing productivity. They are likely to impact every industry in the coming years.

From an employee engagement perspective, the "threat" of technology can be unsettling and an engagement plan for some, may need to focus on reassurance and protection of roles or evolving mindsets.

For others, the focus here may be on employee experience, ensuring that the best possible technology is used, not just to support the operation, but to support the culture. Tools that allow asynchronous working for example are likely to grow in importance in the near term.



Flexibility

The traditional 9-to-5 workday and fixed office locations are becoming less common as more companies offer flexible work arrangements.

The amount of employees undertaking hybrid working in the UK has risen from 13% in early February 2022 to 24% in May 2022, with numbers continuing to rise.

Remote work, flexible schedules, and job sharing are becoming more prevalent, and organisations will need to adapt to these changes to remain competitive.

For Gen Z, ways of working are likely to be a key decision point on whether to join an organisation or not. With Gen Z representing the future of our workplace, flexibility on working arrangements is likely to become non-negotiable.

From an EVP perspective, those that use flexible working as a key differentiator now, are likely to need to look for other factors as slower organisations are forced to catch up.



The Future of Work

Gig Economy

The gig economy; a workforce made up of temporary, freelance and contract-based workers, is expanding rapidly. More people are opting for freelance work, and companies are increasingly relying on gig workers to fill short-term roles.

Many employees are leaving full time employment and turning to 'gig' work as a way to get the flexibility and control over their employment that they need, or desire.



In the future, we are likely to see organisations becoming more of a blend of employees, freelancers and contractors to attract the best talent any way possible.

But this poses a challenge for HR teams – should you be spending time on engaging non-employees? If so, how?

For anyone in your workplace, who is contributing to the goals and mission of the organisation, it makes sense to ensure they are engaged and delivering at their best. In the future, this is likely to increasingly include all types of workers who represent your brand.

A tailored engagement survey can be really useful here, with questions aimed at these different populations, to understand what drives and motivates them and where you can enhance and optimise their experience and performance.

Diversity & Inclusion

Diversity, inclusion and belonging is the cornerstone of a good culture and is becoming increasingly more important in the workplace. Organisations will need to ensure that they have inclusive policies and practices to attract and retain a diverse workforce to enhance the culture.

Increasingly talent is seeking out organisations where they can truly be themselves and build a sense of belonging. Those organisations who have put their DEBI strategy on the back burner, or consider it a “nice to have” are likely to miss out on the very best talent.

Anonymous employee feedback surveys can be a really powerful tool here. Anonymity provides a great opportunity to share thoughts and concerns about a sensitive topic, in a psychologically safe way.



Life-long Learning

In the UK we are heading for a nation-wide skills gap problem. It's estimated that up to a third of the UK's workforce will need to retrain in new skills. They'll need to transition from roles that will be automated, to roles that are likely to be in huge demand, such as data and AI.



Employees will need to continuously upskill and reskill to remain relevant in the job market. Employers will need to provide training and development opportunities to support ongoing learning and development and ensure that employees and the organisation as a whole can keep up.

It's likely that this continuous approach to learning will become a core part of the employee experience for many and talent will seek out organisations who can meet their learning needs.

The Future of Work

Mental Health & Wellbeing

Mental health and wellbeing will become an increasing priority for organisations. Work-related stress and burnout are becoming more prevalent.

88% of UK employees have experienced at least some level of burnout over the last two years.

Organisations will need to prioritise employee wellbeing to maintain a healthy and engaged workforce.

This is likely to mean a change in ways of working.



39% of employees who work flexibly having benefited from better mental health.

A focus on wellbeing as part of the culture is also cited as a top priority for Gen Z employees, with 83% saying it's on a par with salary.

So taking all of these factors into account, what does the culture of your organisation need to be to support success? How do you need to evolve your employee journey and employee experience to be ready and keep pace in the future of work?

Make a start today! Creating a future ready workplace really will help you attract and retain the best talent, today. Focusing on culture first, will ensure that your future workplace is both supportive and inspiring whilst fostering a sense of purpose and meaning amongst your employees.

By being ahead of the curve and staying on top of the latest trends and developments, you can remain ahead of the pack and set the standard for others to follow.

Appealing to Gen Z

The future of your workplace is likely to lie with Gen Z. Whilst not every Gen Z employee is the same, there are some trends that we can identify about their generation that helps us to understand how we can appeal to them to welcome and retain Gen Z talent.

- They are tech-savvy
- They are diverse and value diversity, inclusion and belonging.
- They have a high entrepreneurial spirit – valuing independence and autonomy
- Work-life balance and flexibility is key
- They are focused on self improvement, personal development & learning and development
- They hold core values around sustainability & social responsibility

Gen Z are likely to have a significant impact on the workplace as they move into management roles, drive changes in technology, diversity and inclusion, entrepreneurship, work-life balance, learning and development, and sustainability at an increasing pace.

Identifying the needs and trends that are emerging from your Gen Z population can help you to ensure you are providing what they need to maximise their performance and that Gen Z are attracted to your organisation, to build a strong future talent pipeline.



Key Points

Here's the top 8 points we hope you take away from this guide:

1

Taking your employee engagement to the next level is possible through focusing on all elements of your employee experience

2

The return on investment of this activity is found through reducing employee turnover, reducing recruitment costs, increasing productivity and performance and enhancing your employer branding

3

You can use employee feedback and surveys to give you the insight and ideas you need to keep ahead of what your employees need and how your culture is changing and adapting to external landscapes

4

Employee experience is a more detailed look at the individual journeys your employees may go on whilst employed by you, gather as much insight as you can on a regular basis, so you can optimise these experiences and build overall engagement

5

If you've invested in employee experience, you need to ensure you've got the final piece of the puzzle and you're using it to enhance your EVP. A strong EVP will make recruitment easier and bring down recruitment costs and talent gaps

6

Designing and shaping your EVP isn't a one-off piece of work, you will need to continually evolve it, using employee feedback to give you the insight you need as it happens

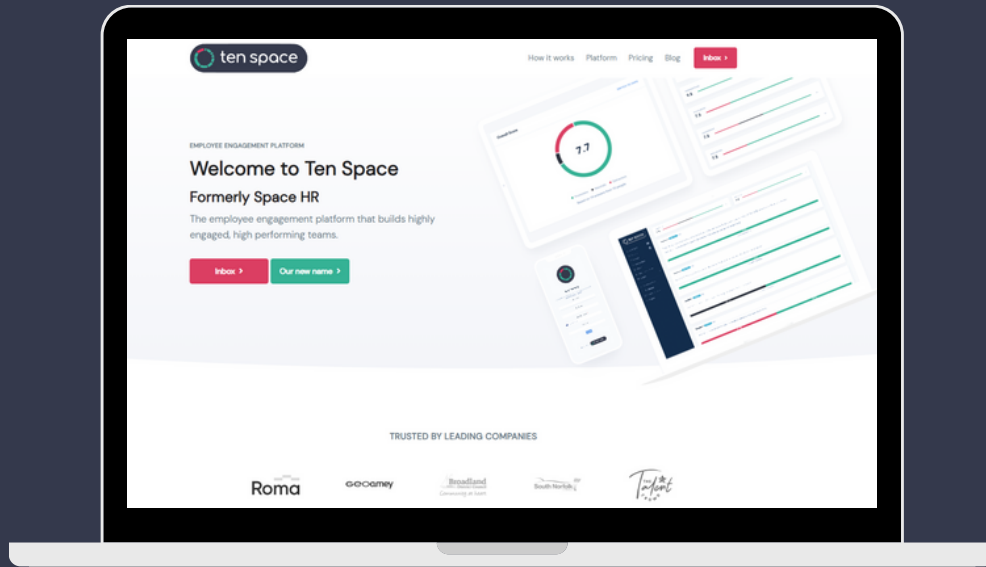
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The future of work is already here and change will continue to pick up pace. It's a wise investment to be thinking about what the future of your organisation needs to look like, so you can stay ahead

8

Gen Z will take up an increasing proportion of the workforce, you need to understand what attracts them and what will make them stay, or risk an ageing workforce with skills gaps and an empty talent pipeline.

We're here to support you



At Ten Space we work with our clients to amplify employee engagement, retention and performance.

Our action-focused employee survey platform makes it easy and engaging to capture anonymous employee feedback when and where it really matters.

For People teams, it reduces months of work into minutes, with tools to help you understand your feedback and quickly action it. For employees, it offers a simple and engaging way to provide anonymous feedback – via WhatsApp, SMS and email.

Taking it to the next level, we can help you explore your employee's journeys to ensure you're optimising every part of the employee experience. Protecting the time and money you spend in areas such as onboarding, leadership development, rewards and benefits; helping you demonstrate ROI for the HR team on the activities you deliver.

We are here to enable you and your teams to deliver the future of your business.

To find out more visit:
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