

like minds



## Feeling the love

The why, what and how of engaging  
your people



Employee engagement – the extent to which employees feel an emotional connection with the organisation they work for – has been reducing in the UK over the last few years (Gallup)<sup>1</sup> , falling from 17% in 2012 to as low as 8% in 2016, the last year of the survey.

That means a staggering



**92%**

of UK employees are either unengaged with their work or actively disengaged.

No wonder that UK productivity growth has stalled during that time.

Engaging your people has never been more important because the pace of business change gets ever faster. We know the reasons – technological advance, increased competition, demographic shifts and a changing geo-political landscape.

Successful change needs engaged employees to believe in it, drive it forwards and deliver it. You have to connect (and re-connect) with your people, ensuring that their personal goals and aspirations continue to be aligned with those of the company.

The challenge is how to do this in a way that's unique to your organisation.

<sup>1</sup>According to Gallup's workplace metrics surveys <https://news.gallup.com/opinion/gallup/219947/weak-workplace-cultures-help-explain-productivity-woes.aspx>

# All you need is love

Engagement makes a difference because engaged employees...

- ✓ Drive and support business change and transformation
- ✓ Deliver sustained improvements to your bottom line
- ✓ Are more agile and flexible; more able to deal with change
- ✓ Re-enforce your distinctive employer brand
- ✓ Help you recruit and retain high quality talent
- ✓ Are happier and healthier

The world of work is changing. According to Deloitte's Global Human Capital Trends 2018<sup>2</sup> survey, we're seeing a shift towards "social enterprise" with companies being judged on the way they treat and engage with their people and customers and their broader relationships with the communities in which they operate and society more broadly.

Employee engagement is part of this new world because it's how you build customer loyalty. Loyalty comes from the customer experience which, in turn, is created by motivated, loyal and committed employees.

<sup>2</sup> Deloitte Global Human Capital Trends 2018 <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/human-capital/deloitte-uk-human-capital-trends-2018.pdf>

<sup>3</sup> State of the American workplace <https://news.gallup.com/reports/199961/7.aspx>

<sup>4</sup> State of the American workplace <https://news.gallup.com/reports/199961/7.aspx>

<sup>5</sup> totaljobs <http://press.totaljobs.com/release/dissatisfied-and-demotivated-majority-of-workers-expect-to-have-moved-jobs-by-next-summer/>

Highly engaged  
US businesses see a

10%

increase in  
customer ratings

Source - Gallup<sup>3</sup>

Highly engaged  
US businesses see a

20%

increase in sales

Source - Gallup<sup>4</sup>

2 in 3

UK employees looking  
to leave their job in the  
next year

Source - Totaljobs<sup>5</sup>

# I want to know what love is

Engagement can seem all-encompassing so where to start? Our view is, why not start with “Why”? “Why do I do this job in the first place?”

There are a number of elements within the employee experience which can make a difference to your engagement scores.

## Vision and purpose

Increasingly important for millennials (who already make up 35% of the UK workforce), significance and meaning – a job worth doing towards a larger goal – are essential elements of an engaged workforce.



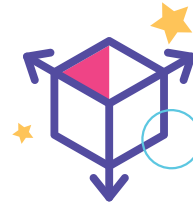
## Making connections

The business and people strategies need to be grounded and made relevant to people. That means translating them into a set of messages that answer the question, “So what does that mean for me?”



## Leadership

Leadership starts at the top but doesn't finish there. You need leaders who will champion the direction the organisation is taking and live and breathe its values. But leaders exist throughout the organisation – acting and behaving in ways that deliver your vision and values. Find these people and recognise the contribution they make.



## Only you

What makes your organisation different? What's the essence of your employer brand? Where's the intersection between your external brand, your identity and your organisation's personality?

## Communicate brilliantly

Developing a style and tone of communication that's empathetic, human, clear and consistent with your employer brand to bring this to life is essential. Your communication has to be authentic – true to the spirit of your values.



## Personal growth

Help people achieve their personal and career goals. Continuing to learn new things enhances employees' self-esteem and, ultimately, their value. Instead of a steady progression along a job based structure, empower individuals to acquire valuable experiences, explore new opportunities and constantly re-invent themselves.





## Reward and recognition

Who gets the plaudits and who gets the prizes? This is where your people look for the proof of the claims your organisation makes about what it values.

## Work mates

Engagement doesn't just come from your manager, it's also about your relationship with your colleagues. Working with great people is a significant motivation for many.



## Work place

People tend to spend a lot of time there so it's important that the working environment is safe, secure and welcoming.

## A sense of wellbeing

Mental and physical health are important aspects of enjoying your working life. Financial wellbeing plays a part too in reducing stress at work.



# The heart of the matter



We can help you with individual elements or every aspect of delivering a great employee experience.

- **Review and audit your current approach to BAU communication**
- **The strategic narrative – putting an emotional appeal at the heart of the story**
- **Developing a distinctive employer brand based on a unique set of values**
- **Articulating the brand through words, pictures and ideas**
- **Transformation communication – messaging, planning, design and delivery**
- **Engagement campaigns – involving leaders and teams in the transformation project**
- **Embedding the story, values and tone of voice in every element of the employee experience – from the Employee Value Proposition to the full range of HR collateral and materials**

Our starting point is to work with you to understand how we can complement your own resources most effectively. **We will first work with you to:**

1. Review where you are in your engagement journey
2. Put together a comprehensive set of recommendations on what we think you need to do
3. Create concepts and visuals to act as a catalyst for the next steps

## Case study

# Helping **M&G PRUDENTIAL** engage their people through business transformation

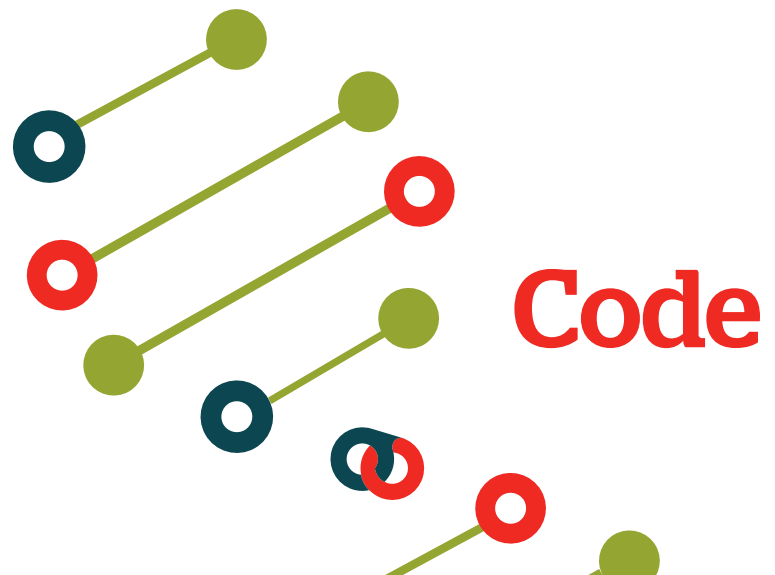
M&G Prudential is undergoing significant change, including:

- The merger of the two businesses, while retaining separate market facing brands in the UK with different cultures and people, and subsequent demerger of Prudential plc
- A new purpose and vision for the company, "To be the best loved and most successful savings and investment business"
- The move to digital and the need for a more digitally aware workforce
- A new set of values underpinning the transformation
- A leadership and engagement programme to identify change agents
- A new Prudential UK tone of voice/brand guidelines
- HR service delivery change

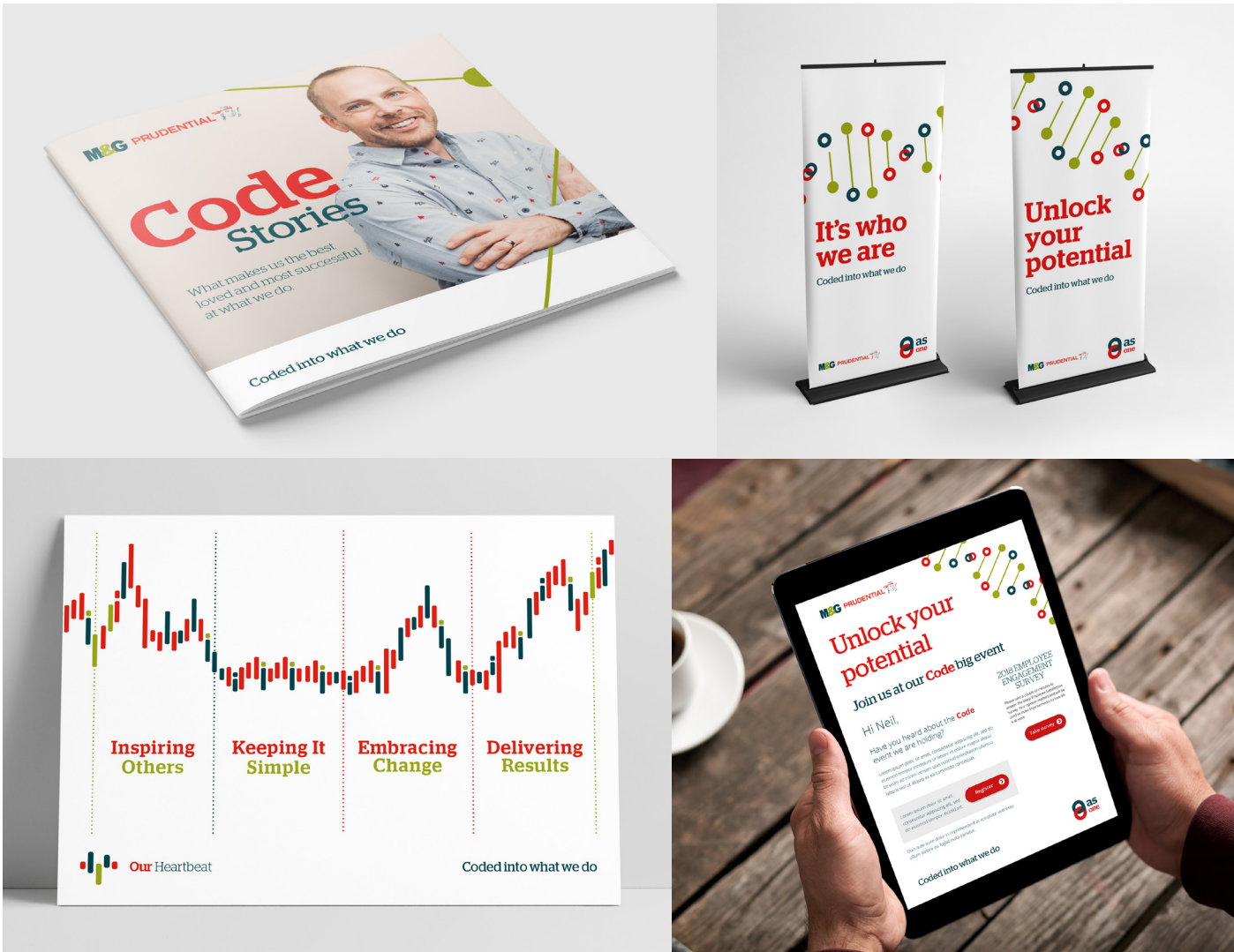
We have been working with M&G Prudential on articulating:

- The high level story
- The new values
- The leadership and engagement programme
- The application of the brand guidelines/tone of voice to a set of HR deliverables

The transformation project is currently underway with the "Code" engagement and culture change programme.



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# We're well versed in communication

We are a team of communication experts who firmly believe that we can make a difference to people's lives through our work.

Establishing employer brands and communicating business strategy, people issues, employee benefits and reward programmes in a clear and engaging way are just some of the things that we do.

Whether it's our writers, strategists, campaign creators, designers, illustrators or knowledgeable experts, we all share the desire to make the complicated simple, the difficult inspiring and the challenging approachable.



## Say hello

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If you'd like to learn more about how we can help please contact:

**Tel: 01926 863000**

**Email: [hello@likeminds.uk.com](mailto:hello@likeminds.uk.com)**