

# ABC's of Engagement Strategy



ABC

Great organizations depend upon people: vibrant, productive people.... People who love their jobs. People who feel that their jobs provide them with a sense of opportunity, community and satisfaction.

**Journey from Zinda's word for these people is  
SOCIALLY ENGAGED!**

An engaged workforce is an organization's greatest asset, because when people feel a strong sense of connection to their work place, they become the kind of motivated, dedicated, and loyal employees that distinguish great organizations. This isn't just our belief here at Journey, this is a well-documented finding. Study upon study indicates that engaged employees results in productivity, profitability, and customer satisfaction

It also just makes sense that people perform best when they experience their workplace as a space of shared mission that supports everyone to do their best and be their best. And, not surprisingly, when people are thriving and engaged, they have more energy...they are healthier, more creative, and better able to creatively respond to the challenges and demands of their organization.

This is why Journey was created: to make it easy for your organization to inspire your workforce to realize its potential for greatness.

**Journey from Zinda: Engaging your workforce to achieve greatness together - Every step of the way!**

**Here's the list of factors we that we continue to obsess over in our product journey**





# Actions

Everything an organization does starts with actions of its employees.

Therefore influencing these actions is crucial for setting the right direction for an organization.



## An organization should...

- Be thoughtful and mindful of initiating actions it would like to see within the company
- Think critically about the type of actions that would be necessary to set the organization a part, at the same time enabling both the company and employees to achieve success.
- Choose actions that are transformative in nature and not just the daily keep-busy activities by employees and organizations



The actions of both an organization and employees set the tone for Engagement and they need to be intentional to progress the organization.



# Business Goals

Business goals can either entail achieving a hard number or aspirational goals. In both cases, the goals of the company should be aligned to those of the employees.

- #1 The first step in achieving this is to clearly articulate organizational goals.



Company executives should paint a picture of the direction the company is headed and the activities it needs to do in order to achieve its goals.

## Why?

- it is easier to get the employees who share similar goals and are willing to work in the company.

## Employee Goals

- #1 Employee goals should be clearly understood even at the entry level by new employees.
- #2 Organizations should be able to understand the passions and drive of their employees in order to best help the employees achieve their personal goals while advancing the company goals.
- #3 Employees feel that they are working towards not only the company goals but also their own personal goals

This also contributes to high levels of motivation which is an important aspect of employee engagement.



# C

## Clarity

Clarity of expectations is at the core of engagement as well performance. It is important to have clear organizational goals and overall direction of the company. When an organization is unclear or distracted about the direction it is headed, employees are not motivated nor do they feel empowered to reach the goals

### Clarity of Expectations...

- 1 Provides purpose of their roles
- 2 Enables employees to perform the activities that help them achieve their results
- 3 Is important to enable employees understand the job roles.



Without setting clear expectations, accountability is hard to achieve

# D

## Diversity

Organizations nowadays are becoming more and more global and need a diverse workforce that work well together to fuel innovation. The manner in which employees perceive themselves as well as others influences the company's success.

Diversity entails components of race, gender, ethnic group, age, personality, cognitive style, tenure, organizational function, education, background and others.

### Diversity Enables...

- Employees to feel valued and enables an organization to have access to larger pool of talent.
- Employees are empowered to openly discuss their perspectives. A diverse ecosystem is an enabler both for personal development of employees and creativity in the organization







# Empowerment

Empowerment in the workplace creates a flexible and creative work environment for all employees. Empowerment is not just a 'feel-good' initiative by organization in order to make employees think they are involved.

## Has elements of ...

- ✓ accountability
- ✓ authority
- ✓ skills
- ✓ self-determination
- ✓ information access



It is necessary for an organization to understand how to enable these elements of empowerment

## Empowered Employees

- are likely to take part in a more active role in the success of a company
- build products with goodness and motivation; they always seek to make the best out of every product

**Empowerment plays a crucial role in employee engagement.**

Therefore whereas majority of organizations believe that empowerment is about giving employees ability to make decisions, it requires a deeper commitment from organizations to be open and flexible



# Fostering

Fostering brings about a faster pace of collaboration, positive work culture, creativity and learning, producing better results than trying to enforce changes top down.

At Zinda.xyz, we believe that the best way to bring about intended results in your company is through encouragement and promotion of the right actions and behaviors necessary to propel the employees towards the desired outcome.



Employees do not always know the direction they are supposed to take.

With guidance and understanding, there is a possibility of transforming ordinary employees to highly productive, motivated and inspired employees





# G

# Gamification

When executed correctly, gamification creates the right environment to change the behavior of employees, develop skills and solve problems. It can also be a fun and creative way to develop leadership and promote collaboration among employees.

At Zinda.xyz we built gamification to:

- 1 Be customizable, enabling employee actions to be show-cased through company-wide leader-boards and notifications, thus creating a viral effect for your initiatives.
- 2 Have reward redemption solutions and provide a seamless way to ensure employee actions are translated to tangible rewards.



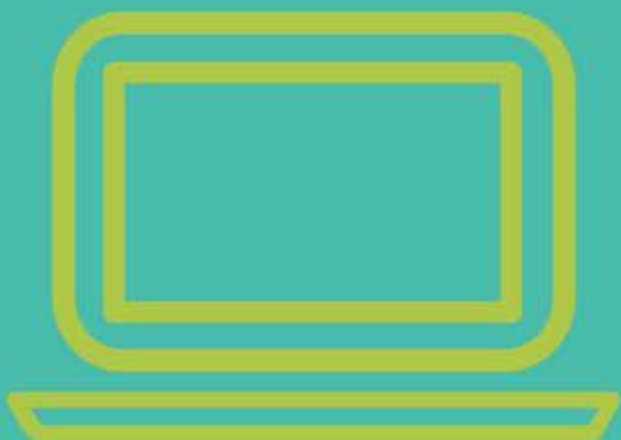


# Human

Engagement needs systems that enhance and celebrate human interaction, not replace them with technology.

## Humans vs. Technology

- It is inevitable to adopt new technologies that make work easier and enhance efficiency.
- But, human touch cannot be replaced by workplace technology.
- When these technologies are made and executed with the aim of improving human productivity while maintaining valuable human interaction, they are more effective.







# Inclusion

Inclusion entails a sense of being valued and respected no matter how an employee is considered different. Human nature is such that everyone feels the need to be part of some social group. It is necessary for organization to create organizational culture that makes all employees important in helping the organization achieve its objectives.

## The importance of inclusion

- 1 When people are able to freely interact, share ideas and collaborate without feeling left behind, the level of creativity and teamwork expands exponentially
- 2 Helps with building an engaged workforce
- 3 When employees feel valued no matter their situation and contribution, they feel engaged and therefore push themselves to achieve even better results for themselves and the company.



# J

## Journey

Journey is the intersection of employees' personal journey and the company's journey. We believe that it is at this point that employees are most productive and engaged. The ability to customize the experience for employees brings about great outcomes for both the company and the employees.

Journey enables organizations to set up tangible goals that both individuals and teams can work upon.



These goals should also be SMART goals: specific, measurable, achievable, realistic, and timely.



With these goals, they are able to deliver measurable outcomes across the workplace and communities.



Therefore an organization as well as individuals are able to trace their journey, make corrective strategies and determine their future path







# Keeping it real

Staying true to your beliefs and convictions is necessary for employee retention and longevity of a company.

## Employee Satisfaction

- Employee satisfaction is as a result of staying true to their own identity without the need to pretend to be someone else.
- When employees feel that they can be themselves and still be accepted in a company, they are more motivated.
- Furthermore, the ability to fundamentally disagree on concepts and ideas is an essential catalyst for long term growth of a company.
- As long as disagreements are based on principle and ideas, it can be a great platform to test new ideas and ways of thinking which can bring forth revolutionary ideas for the company.



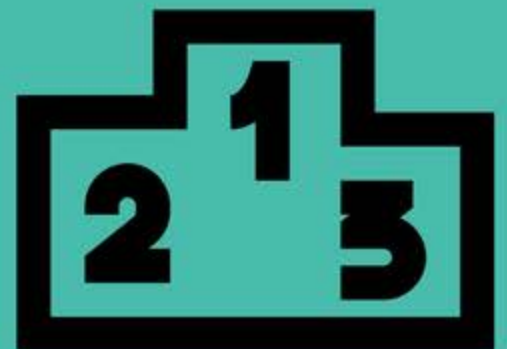


# Leaderboards

Leaderboards and gamification are important mechanisms to engage individual employees as well as teams. They provide the extrinsic and intrinsic motivation factors that individuals and teams can rally around.

## Uses

1. Leaderboards can be used to calculate KPIs, customer satisfaction surveys, calls and chats undertake each day.
2. Increase the desire of employees to excel in their day to day activities because team members visualize their own challenges.
3. Enables instant feedback and corrective mechanism can be adopted within a short period of time.
4. Streamlines communication among individuals and team members



Since the data is available to all, a team member who has missed certain activities can easily track the activities and join the fun any time



# M

# Motivation

Employee motivation entails both intrinsic and extrinsic aspects.

## Extrinsic

- > Extrinsic motivation is what employees do to get external rewards or avoid getting punished.
- > So, Extrinsic motivation is mainly fueled by awards, rewards, bonuses and pay.

## Intrinsic

- > Intrinsic motivation is internal - personally rewarding and not influenced by external factors.



It is important to have a combination of both internal and external motivation factors in order to ensure company success in the long term. When majority of the employees are only motivated extrinsically, it means that there is low levels of engagement in the organization. Such employees can leave immediately they are offered better remuneration. Therefore it is important to cultivate intrinsic motivation among employees by creating a valuable work environment that is beneficial to both the organization and employees.

# N

## Networks

Networks such as social media networks play an important role in an individual's engagement.

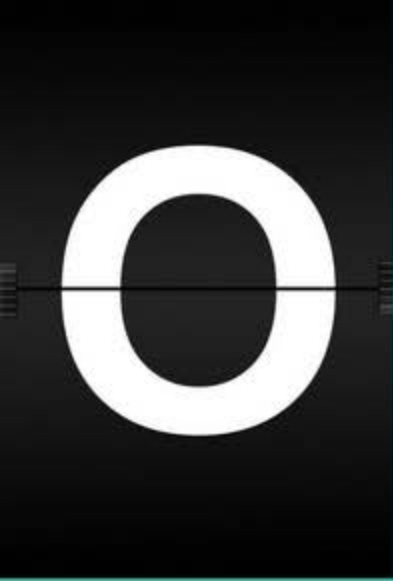
Networks foster a sense of:

- 1 Belonging
- 2 Unity
- 3 Cause
- 4 Accomplishments as a group
- 5 The ability to tackle large problems



Stronger networks create a sense of community. Employees who are a part of network are more motivated and seek work has more impact and meaning.





# Objectives, Outcomes and Opportunities

## Objectives



Long term objectives enable employees to work towards a more long term and grander mission that surpasses short term results.

When employees have an idea what success looks like, they are able to anticipate it and work to ensure they achieve it.

## Outcomes



Outcomes should be measurable as possible and should be easily defined and identifiable by employees within an organization.

## Opportunities



Opportunities should be available for employees to engage on tier terms. This increases the reach of the initiatives in the employee community.



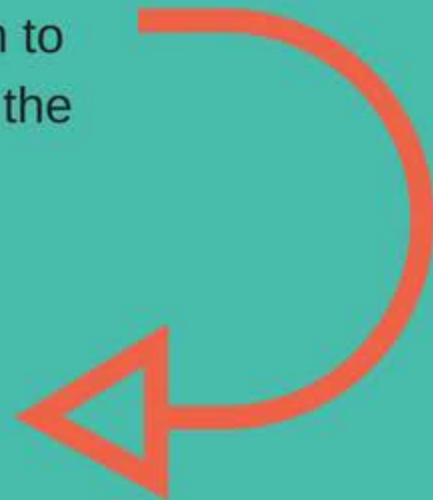
# P

## Purpose

Purpose is a powerful intrinsic motivator for people as it provides the answer to how they make a difference. It is necessary to connect employees with the purpose of any initiative that the company is looking to drive. It also helps employees' motivation when companies provide support for personal missions of their employees as well.

When employees feel part of a mission, their work becomes more meaningful and it is easier for them to navigate the ups and downs in the organization.

It is therefore important for an organization to incorporate purposeful actions that engage employees in the organization in their personal and career journey.





# here is a Quiz for you

Q: How does an engaged employee behave?

A: They say great things about the company to their friends, family and in social media, they strive for the company as they believe that the purpose is aligned to their personal goals and therefore stay in the company even when there are better opportunities outside the company.

## Engaged

Engaged employees have an intense personal belief and conviction and this is easily manifested during the employee interactions with customers and other stakeholders.



## Disengaged

On the other hand, employees who are less engaged easily manifest tendencies of lack of motivation, do not talk about the company outside the working premises and look for other opportunities while still working in the company.

# R



Studies have shown that employee engagement impacts productivity, profitability, lowers costs, improves innovation, and reduces safety incidents in a company. Furthermore, the earnings per share and customer satisfaction increase as well with engaged employees.

This is because when employees are engaged it triggers behaviors that encourage innovation in their external offerings as well which ultimately result in better customer satisfaction.

Employees are energized by the mission and go the extra mile for the company without being asked.



Successful organizations are the ones that are able to show employees the reason for company existence even beyond profitability. An organization that makes employees believe in the work they are doing as being part of longer term mission, the employees work harder and ultimately enable an organization to achieve customer satisfaction and profitability. These are some of the benefits of having engaged employees.



# S

## Surveys

Employee engagement surveys just give a snapshot of where the employees are at a certain time of the year. It is also a stoic representation of the health of the organization and is sorely in need of an overhaul.

Annual surveys are slowly becoming less useful and instead they are being replaced by more holistic and integrated approaches of measuring employee engagement.



These new methods are real-time and are more efficient in ensuring high levels of employee engagement throughout the year instead of only specific times in a year.

At Zinda.xyz, we believe that companies should focus on investing in real time indicators of employee engagement and not just lagging indicators.



It is therefore necessary to create a holistic and continuous business evaluation strategy. When employees love their work and work environment, they are more likely to feel engaged throughout the year.

# T

# Transformation

Companies these days need to reinvent themselves over and over again to stay successful.

The biggest drive for transformation is the ability to have employees aligned and engaged as part of the journey.

Transformation mindset has to become part of a company's DNA. This is particularly important in the age of technology and disruption.

No matter what the industry, a company needs to cultivate a culture of transformation that allows employees to seek new ways of doing things and this has a big impact on the competitiveness of a business.

However, for employees to embrace this mindset, they need to be personally aligned to the company mission







# Ubiquitous yet Unique

When engagement is a 'side of desk activity', it is easy to overlook or de-prioritize.



The key is to make it ubiquitous as part of employees daily actions and behaviors.



To enable this, an organization needs to create a culture that celebrates everyday activities done by employees.



This could be successful execution of small team activity, meetings, customer engagement and other aspects of company culture.



The ability to track, recognize and reward employees for everyday activities is more important than just focusing on heroism in large activities.



Everyday activities are the ones that ultimately build up to become successful long term strategies.



The rewards need to be customized to meet the unique needs of employees.



# going Viral

Engagement is contagious and lack of engagement could be as well. Contagious engagement or disengagement could start from a single employee and could spread fast in the company.

It is important to give employees the tools that empower them to be ambassadors for company engagement.



This process should begin when an employee starts working for the company until the day they leave.



Viral engagement is closely related to employee motivations. When employees feel passionate about their initiative, they are happy to talk about it thus inspiring their co-workers to engage as well.



Employees only become ambassadors of a company when they constantly feel engaged in all dimensions.



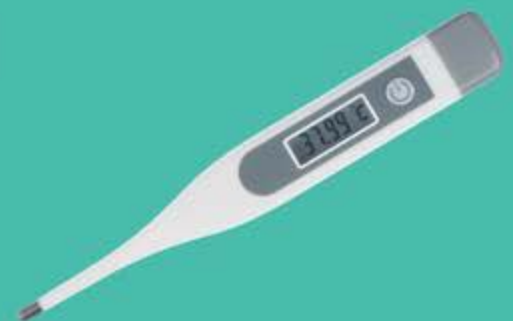


# Wellbeing

Employee engagement is a big contributor to employee wellbeing. According to Gallup, the five essential elements of wellbeing are:

- 1 Purpose** entails liking what you do each day and being motivated to achieve your goals
- 2 Social** is about having supportive relationships and love in your life.
- 3 Financial** is about managing your economic life to reduce stress and increase security.
- 4 Community** is liking where you live, feeling safe and having pride in your community
- 5 Physical** Physical is having good health and enough energy to get things done daily.

All these aspects affect employee wellbeing which in turns influences the level of engagement.





# X-roads of engagement

We believe that we are at the crossroads in employee engagement when companies need to move from being a top down activity to something that is owned by the entire organization.

## As an HR initiative:

engagement is not considered valuable by employees.

## As a grassroots initiative:

engagement it has ability to take a viral attribute.



employee engagement is only successful if it is impactful to all employees regardless of their position in the company.



Companies therefore need to decentralize engagement in order to get maximum benefits from it. It is necessary to customize and personalize engagement and initiate conversations while creating a common ground for engagement.





# Y-Generation

Engaging millennials or generation Y employees is a big concern for companies today.

Traditional engagement techniques struggle to engage millennials as they engage differently from previous generations

- digital savviness
- differences in expectation of themselves and company
- interest in gamification
- the desire to make an impact beyond themselves

Only 28% of current millennials feel engaged in the workplace and therefore need to therefore institute policies that work for this demographic. The importance of engaging this demographic is because they are increasingly entering the workplace and they have different beliefs than other older generations. Harnessing their potential through engagement is critical for future success of the company.





# Zinda.xyz

Zinda.xyz was founded in order to address the major issues in employee engagement that we have seen over the years.

-  timeliness
-  ease of use
-  relevance to employees
-  ability to learn and adapt  
involvement in initiatives  
close to employees'  
passions
-  ability to reach  
employees where they  
are

We are driven to create inspired and engaged communities in the workplace and beyond. Our goal is to transform organizations, one team at a time.