



Employee Engagement

Messaging and Measuring Success

Session 2



Presenter

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Today's Topic

Let's talk about the design work, strategy and management that goes into Employee Engagement Initiatives.

In this session, we will examine:

01. Messaging Through Action

02. Measuring Success

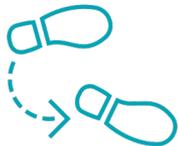
Employee Engagement Matters

- › To achieve organic growth and persevere through disruption, organizations need more than sufficient work -- they need exceptional performance. And they get it by engaging their employees.



Quick Events

- ✓ Training and internal webinar
- ✓ Annual Summit/ Conferences
- ✓ Strategy Kick-Off Events
- ✓ Wellness Fair
- ✓ Game Nights
- ✓ Fitness Challenges
- ✓ Volunteer
- ✓ Holiday
- ✓ Potlucks, Food Trucks, Catering
- ✓ Day, Week, Month Themed



Staple Events

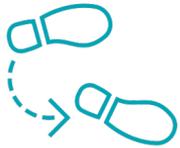
- ✓ Performance Management Program
- ✓ Learning and Development Program
- ✓ Onboarding Programs
- ✓ Mentor/ Mentee Programs
- ✓ Diversity, Equity and Inclusion
- ✓ Bridges and Silo Busters
- ✓ Social and Networking
- ✓ Employee Resource Groups
- ✓ Leadership Development



Messaging Through Action



Messaging



Beyond Communication...

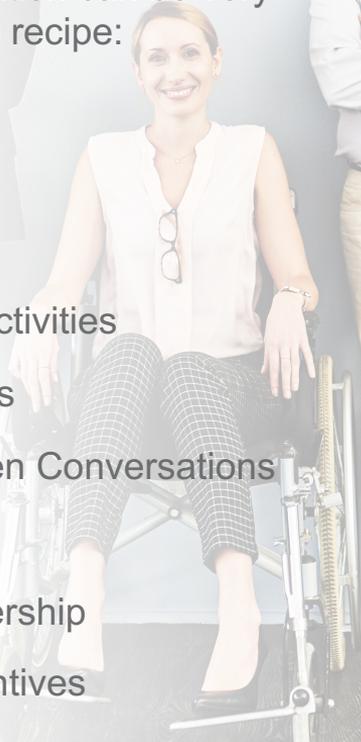
Our actions are telling a story.

Actions That Drive Employee Experience



There is no one size fits all- but thoughtful decisions and communication can be very inclusive and perhaps the recipe:

- Belonging Groups
- Engagement Budgets
- Listening Sessions
- Meaningful Monthly Activities
- Learning Opportunities
- Speaking Up and Open Conversations
- Connections
- Building Strong Leadership
- Recognition and Incentives



Bring The Right People In

Collaboration

- Create focus groups
 - Sub-committees
 - Teams
 - Leaders
 - Functional Decision Makers
-
- Set Goals, Guardrails and Accountability
 - Narrow down the initiatives and weave critical themes together
 - Calendar your curated and intentional plan. Involve all pertinent parties in the movement.



44%

Cross-department collaboration has increased 44% since 2019.

Source: Gartner (2021)

Engagement Everyone is Responsible

Stronger Performance

Wellbeing

Productivity

Creating Connections

Employee engagement is more about mindset than anything else –
it's predominantly a feeling of belonging

- Phil Lord-David



Measuring Success

Employees Will Feel The Experience

Areas to dial-in, plan through and set successful measures on.



Project Management

Organized
Commitment and buy-in
Forward movement



Communication

Purpose
Goals
Outcomes



Budget

Plan, Plan and Plan
Have Safety Net
Direct Cost and Soft Costs



Team Collaboration

Representation from as
many departments, work
groups and people diversity



Vendor/ Sponsor

Who can support,
accommodate and
understand



Follow-up

Did we hit the mark?
Get Feedback



Defined Intentions

Who needs to
experience this and did
they and how will we
know what they
experienced



Logistics

Who, what, where,
when, why and how?
Was there something
there for everyone



Differentiate

Keep brand in mind, be
creative, and inclusive

What do we need to be thinking about?

Audience

Identifiers

- › Age
- › Culture
- › Gender
- › Sub-Culture
- › More

Organizational Value

What do we stand for

- › Brand
- › Community
- › Customer
- › Other?

Opportunities

What are we solving for

- › Engagement Survey Results
- › Brand Awareness
- › Brand Promoters
- › Great workplace
- › Industry role model
- › Business Transformation
- › Removing silos
- › Other?

What do we need to be thinking about?

Business Objectives

Alignment

- › Compliments to Business Objective
- › Activities that Propel objective goals
- › Measurable outcomes
- › Involvement- who needs to buy-in, model and help drive

Purpose

Why

- What's the Play we are trying to make?
- › Transform Culture
 - › Rebrand
 - › Change

Outcome

What are we solving for

- › Relevance
- › Inclusion
- › Adoption
- › Inspire employees
- › Motivate employees



July 11:
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Relationships in the
Workplace

July 27:
Cultivating Talent and
Celebrating
Achievements

<https://www.vensure.com/resources/webinars/>

Roadmap to Employee Engagement and Experience Initiatives



Identify Audience

Inclusion and consideration



Align Values

Your brand values matter and your action should reflect that



Identify Opportunity Statement

What are you solving for. Stay focused and be prepared to pivot



Connect to Business Objectives

Activities should make sense and tie to objectives and goals



Dial in the Budget

Direct and indirect costs need wiggle room



Purpose

Bring people along. Inspire everyone to play role beyond just saying they support



Consider All Areas of the Employee Lifecycle

Balance your curated or intentional initiatives



Action Send A Message

Everyone is in the spotlight

Engagement = Incredible Performance
**Everyone is responsible
for engagement**

Raise Your Hand





QUESTIONS?