

# playbook

## employee engagement



Better  
performance,  
greater  
employee  
retention rates,  
& an overall  
healthier  
bottom line

If you think employee engagement is just a 'nice-to-have,' it's time to think again. In today's workplace, where talent has more options than ever, creating a killer employee experience isn't a luxury—it's essential for survival.

Engaged employees aren't just coming to work for a paycheck—they're invested in your mission, excited about your goals, and ready to give 110%.

That means better performance, stronger retention, and, yes, more profit. Let's be honest, isn't that what we're all here for?

And don't just take it from us—Gallup's data backs it up: highly engaged teams deliver 21% higher profitability.

So, if you're ready to turn your workforce into a powerhouse of productivity, let's dive into the strategies that can make it happen.


*The culture we create matters!*



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# so, what is engagement?

**First things first—let's clear up a common misconception.** Employee engagement is not about workplace happiness (though, hey, happy is good). It's about creating a deep, emotional connection between your people and your business. Engaged employees care about their work, are committed to your goals, and they don't just show up—they show up on fire (in a good way!).

Gallup's Q12 Engagement Survey (which we use for Engagement Champions) is the industry gold standard, with 12 questions that measure the heartbeat of your culture. These questions cover everything from expectations to personal growth and recognition. Spoiler alert: if your employees aren't getting clear feedback, feeling valued, or growing, your engagement levels are probably in the red zone.

## *The quick & dirty*

- 59% less turnover in highly engaged teams
- 20% higher sales
- 41% fewer quality defects



# the secret sauce

Creating engagement is a bit like making the perfect cake (without the baking disasters). Here's what you need to do:

## **Clear, Honest Communication (Let's Get Talking)**

No one likes being left in the dark. Employees want to know what's going on—both good and bad. If your communication strategy involves monthly newsletters that nobody reads, it's time to change it up. Create a space for open, honest conversations. Let your people ask questions, voice concerns, and contribute ideas. It builds trust, and as we all know, trust is the foundation of any good relationship.

## **Play to Strengths, Not Weaknesses (Shine that Spotlight)**

According to Gallup, employees who use their strengths every day are 6x more engaged. So instead of trying to "fix" weaknesses, let's flip the script. Help your employees do what they do best, and watch how quickly they start thriving. Tools like CliftonStrengths are perfect for uncovering what makes your team tick.

## **Recognition is Queen**

People need to feel appreciated. And let's be real—who doesn't love a bit of recognition? Whether it's a shout-out in a meeting, a personal note, or a well-deserved award, celebrating wins (big or small) boosts morale and engagement. Regular feedback—not just at annual reviews—is the key to keeping your team motivated and moving forward.

## **Psychological Safety (Create a No-Fear Zone)**

No one is going to be engaged if they're worried about making mistakes or being blamed. Create an environment where employees feel safe to take risks, share ideas, and even fail (because that's where the magic happens). When your people feel secure, their creativity and innovation will skyrocket.

# action time

**We've talked theory, now let's talk action.** The good news is, increasing engagement doesn't have to mean reinventing the wheel. Here's how to turn these strategies into practical, everyday wins:

## *Key strategies*

- **Regular Check-Ins:** Keep it casual but consistent. Whether it's a quick coffee catch-up or a 15-minute meeting, frequent touchpoints help keep communication flowing.
- **Tailored Development Plans:** Help employees grow by creating development plans based on their strengths. Show them the path forward, and they'll invest even more into your business.





# the why

Want a workforce that's more productive, sticks around longer, and generally makes your life easier? Of course, you do. Gallup's research shows that engaged employees mean:

That's not just good HR—it's good business. When people are engaged, they go the extra mile, bring creative solutions to the table, and make your customers happier. It's the ultimate win-win.

## *the quick & dirty*

- 70% fewer safety incidents
- 17% higher productivity
- 10% higher customer ratings



# level up

**Let's be honest—there's a reason why employee engagement is a hot topic.** It works. Whether you're looking to increase profitability, reduce turnover, or simply create a place where people love to work, boosting engagement is your answer.

It's not about flashy perks or gimmicks. It's about creating real connections, supporting growth, and fostering an environment where people feel valued. Let us help you design a plan that takes your team (and your business) to the next level.

**At The People & Culture Office, we're all about making HR easy, actionable, and impactful.** We use Gallup's Q12 tool to pinpoint where your engagement levels stand and offer practical solutions to drive improvement. Our **Engagement Champions Solution** isn't just about data—it's about creating a workplace where people thrive and contribute to something bigger than themselves.

Whether you need help getting your leaders on board or just want to have a chat about what's working (and what's not), we've got you covered.



*the culture we create matters*

Let's build a culture that  
makes people want to show up,  
day after day.

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*Engagement delivers hardcore business outcomes*

