

THE FOUR SECRETS OF EFFECTIVE EMPLOYEE ENGAGEMENT

How to engage employees,
increase productivity and drive
business growth.

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Research, and my own experience for that matter, consistently shows that an engaged workforce is key to more sales and greater profitability. It reduces absenteeism, improves key staff retention, increases productivity, and makes customers happier too. Who doesn't want that?

So, if it's this obvious, why are many of us still struggling to effectively engage with our teams?

3radical has worked with many organisations to significantly improve their employee engagement through the power of gaming science and technology. Here we've gathered the collective experience of our team to help you transform employee engagement within your business.

What is employee engagement

Let's start by agreeing what we really mean by 'engagement'.

Employee engagement is the extent to which employees feel passionate about their jobs, are committed to the organisation, and put discretionary effort into their work.

Employee engagement is not about how happy or satisfied an employee may be in their job; indeed many happy and satisfied employees may not be very engaged at all. They may do a great job between the hours of 9am and 5pm but they are unlikely to go over and above unless really asked, and they won't stick around if something better comes along. They put the time in to doing their job, and doing it well, but they don't have any energy or passion for it.

Engagement is something more; it's about people feeling involved, connected, and a part of something bigger than just themselves. When employees are engaged they care deeply about the organisation they're a part of and

become active participants in driving it forward. But the benefits of this are not just felt by the employee. On the contrary. The business, its team, and customers all benefit.

“Engaged employees are highly involved in and enthusiastic about their work and workplace. They are psychological “owners,” drive performance and innovation, and move the organization forward.”

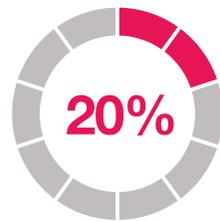
State of the Global Workplace, Gallup 2017



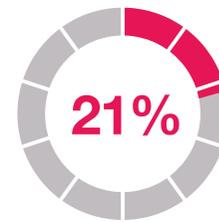
Why engagement matters

There are numerous studies and reports that highlight the importance of having an engaged workforce and what that can deliver in terms of business results. Indeed, get it right and the benefits can be staggering.

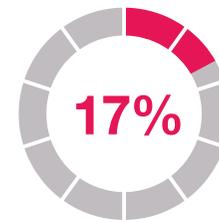
A recent study, State of the Global Workplace 2017, from renowned researchers Gallup shows that businesses who rank top on employee engagement enjoy:



**higher
sales**



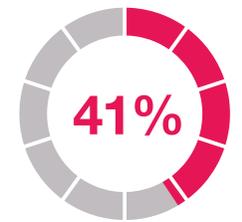
**higher
profitability**



**higher
productivity**



**lower
turnover**



**lower
absenteeism**

What's more, companies with an engaged workforce also benefit from higher earnings per share (EPS).

Despite the benefits being clear, it is not so easy to get it right. Employee engagement is impacted by many things - not knowing or supporting the corporate purpose and goals, poor communication, and feeling disconnected from the corporate culture. Then there are practical factors like the isolation often felt by remote workers, increasing volumes of communication and the pressure of always-on digital channels making employees feel overwhelmed, not to mention the intrusion and distraction of technology.

It's no secret that today's workplace is becoming increasingly complex and demanding for us all. Achieving true engagement requires investment in terms of resource, budget, time, and technology. Only then can organisations successfully connect employees to the company, each other, customers, and the work at hand.



What does success look like?

Organisations that succeed in building outstanding employee engagement focus on these four pillars:



1. PURPOSE

BUILD CULTURE AND
ACHIEVE ALIGNMENT

Individuals understand, are committed to, and are passionate about the core purpose of the company, and how their responsibilities and role contribute to overall success.



2. PERFORMANCE

PROMOTE INNOVATION
AND CONNECTIONS

Individuals are encouraged to innovate and experiment within a defined structure. They are not limited to specific activities and tasks. Focus is on outcomes that have a positive impact on the customer.



3. PEOPLE

DEVELOP SKILLS AND
UNLOCK TALENT

Cooperation and development is encouraged and supported. Talent is unlocked, which helps knowledge and skills flow freely across the organisation enhancing an individual's ability to add value, develop, cooperate and deliver more valuable outcomes.



4. PRODUCTIVITY

GIVE EMPLOYEES THE
RESOURCES THEY NEED

Cumbersome processes, procedures, and reporting are removed. Individuals are helped to reduce waste, disruptions, and interruptions such as too many emails and update meetings.

When each of these pillars is applied successfully, employees will be deeply engaged. But success takes investment in the right resources and the right technologies. It is also rooted in effective communication.

How to radically improve employee engagement

Let's look again at the four pillars and explore what you can do in each to improve engagement in your organisation:



1. PURPOSE

Build Culture and Achieve Alignment

- ✓ Convey the company purpose, goals, and values in a fun and compelling way that is clear and easy to understand
- ✓ Promote and reward behaviours that bring core values to life and recognise the employees that embody them
- ✓ Deliver and promote team events so that all employees can be involved, even if they are remote



2. PERFORMANCE

Promote Innovation and Connections

- ✓ Keep employees up-to-date with progress towards company goals with easily digestible and enjoyable content
- ✓ Create virtual events and workshops that bring people together and enable individuals to grow their network
- ✓ Promote innovation by providing a platform where employees can contribute, share, test, and adopt new ideas
- ✓ Reward and recognise employees that collaborate, build connections, help raise awareness, and share information and ideas



3. PEOPLE

Develop Skills and
Unlock Talent

- ✓ Implement engaging induction programmes for new hires so they feel a part of something and can contribute quickly
- ✓ Support development with fun and rewarding learning experiences
- ✓ Develop a clear, interactive, career map that shows employees where they are now and what they need to do to get to the next stage, and that provides the support they need to reach their goals
- ✓ Provide monitoring of employee wellbeing and engagement, and give them a way to give feedback and be heard



4. PRODUCTIVITY

Give Employees the
Resources They Need

- ✓ Put critical resources at your employees' fingertips; help them find the tools and information they need to fulfil their potential
- ✓ Promote knowledge capture and sharing across teams, departments, and the business
- ✓ Evolve traditional channels, such as intranets, into personalised, interactive platforms that provide real-time communications between individuals and teams
- ✓ Establish a platform that helps capture ideas and enables team members to problem solve together, through the posting of questions for other colleagues to see and respond to



EMPLOYEE ENGAGEMENT IN ACTION

Virtual Events that Facilitate Better Communication and Forge Valuable Connections

DBS, Asia's leading digital bank, wanted to bring together its 1,500 Vice Presidents (VPs) to improve customer experience and employee engagement, but felt that holding a full day event would be both costly and ineffective.

The Bank wanted to improve VP connection to its core purpose and improve understanding of how their work directly relates to its business objectives. So, DBS partnered with 3radical to produce the first-ever five-day DBS Virtual Conference.

The conference was accessed through a responsive, mobile-first, website that meant VPs could interact on the

device of their choice, at a time and place to suit them. The content was designed so they could participate in five-minute bursts throughout the five-day event.

Content was released daily to maintain participation and was presented in engaging videos and quizzes.

Employees learnt about DBS's vision and its strategic priorities in a way that was informative, interesting, and relevant to the individual attendees. What's more, an open channel was provided for the VPs to directly communicate with colleagues and peers, ask questions, contribute ideas, share stories, and provide feedback.

Results

- The Virtual Conference achieved an attendance rate of over 70%
- 95% of attendees logged in more than once and 83% completed at least one key activity
- Each attendee logged in six times, spending over five minutes viewing more than five pages per visit
- The first conference was such a success that 3radical has been the technology provider behind the annual, five-day DBS Virtual Conference ever since



EMPLOYEE ENGAGEMENT IN ACTION

Driving Digital Adoption Among Employees Across Australia

A leading financial institution in Australia was looking for an innovative way to encourage its employees to embrace new digital initiatives being rolled out across the organisation.

Using the 3radical Voco platform, we configured a digital board game to engage employees and address the common challenge that much of what employees learn on training sessions is quickly forgotten if not adopted.

Employees were rewarded with points for completing different activities and challenges within the game. Points were earned at an individual, branch, area, region, and state level, creating a healthy sense of competition and

achievement. This use of points as a reward also meant employees encouraged each other to get involved so they could earn more points for the branch, driving team collaboration.

The solution was designed to be adaptable and repeatable, allowing it to be quickly deployed across different business units and regions at different times. Engagement was tracked in real-time with content and challenges refined and updated as necessary.

Results

- Over 900 employees took part over a three-month period
- 19,000 challenges were completed with each employee completing an average of 20 challenges
- Over 80% of employees chose to take part



EMPLOYEE ENGAGEMENT IN ACTION

Recruiting the Brightest and Best Graduate Talent Globally

The competition for talent is becoming increasingly digital. Our client wanted to use the very latest technologies to engage effectively with potential graduate recruits from the world's top universities.

As well as attracting the right talent, our client wanted potential recruits to fully understand its employee proposition and the opportunities on offer. They also wanted to make sure graduates remained engaged throughout the recruitment process.

3radical's Voco platform was used to create a mobile-first experience that used multimedia content, such as video, games, and interactive

quizzes, to engage graduates. Each time a graduate interacted with content they were rewarded with points to exchange for real-life prizes in an online shop.

Our digital experience was combined with real-world recruitment events to deliver an integrated, and consistent, engagement experience.

Results

- Increase in potential candidates engaged
- Graduates more informed about the company
- Applicants had a stronger emotional connection with the organisation
- Company captured greater level of information
- More candidates considered offers from the company



EMPLOYEE ENGAGEMENT IN ACTION

Engaging Third-Party Resellers to Drive Better Customer Service

Dell faces the challenge of reaching its customers without having an owned physical presence in Singapore. Consumer products placed in brick-and-mortar stores are sold by resellers, which also offer a wide range of Dell's competitors' products. Dell can't control what the third-party reseller promotes or says, but it can deliver training. However, there was little assessment of the effectiveness of this training or tracking of the reseller employees' ongoing competency.

Dell used the 3radical Voco platform to create a hybrid mobile app - Fun@Work for Dell. The app helps reseller employees learn about Dell's

products by incentivising them to read product literature, find out about the latest in-store promotions, and take quizzes. For each activity completed within the app, users are rewarded with points that can be exchanged for prizes.

For Dell, the application and its reporting helps them evaluate the effectiveness of any training, measure the competency and performance of the employees, and gather feedback, insights, and on-the-ground knowledge.

Results

- 100% of employees downloaded and registered on the Fun@Work for Dell app
- 35% of employees earned at least 100 points and were eligible to exchange them for prizes
- 13% of employees went on to redeem the prizes
- 99% of employees completed at least one activity

Steps to improve engagement quickly

Successful employee engagement is underpinned by effective communication across each of the four pillars – not just what, but how, and when. It also needs to adapt to the modern workplace as well as to the needs and behaviours of employees today.

So, begin with adapting how you communicate. Shift from the old approach of talking at employees at a time that suits you, to one where you invite them to join the conversation when and how it suits them. It's about enabling your employees to engage with content and interact with each other when it is both convenient and relevant for them to do so.

By building on the foundations provided by traditional internal communication channels such as intranets, meetings, and emails, and developing them to be interactive, immersive experiences, you'll experience higher levels of participation and greater levels of engagement.





Make sure that what you deliver is fun, rewarding and valuable to your employees. By adopting the following principles you'll deliver communications that employees want to engage with:

- Be **always-on** and don't run individual, time-bound campaigns
- Be **accessible** on the employee's device of choice
- Allow employees to engage when it is **convenient** for them and at a time that causes minimal disruption to their work
- **Personalise** communications to the specific needs of the employee, their role, and their team
- Provide engagement activity that is:
 - **Fun** and that adds to their sense of connection and belonging
 - **Respects** their time and **rewards** them for participation
 - **Valuable** and helps them contribute more to the business through their work
- Start a **conversation**. Provide them with a mechanism to provide feedback that is both listened and responded to.

About 3radical

3radical helps organisations better engage and connect with employees. Powered by the 3radical Voco platform, individuals are invited to enter into rewarding experiences, that combine game science and fun mechanics with incentives to elicit high levels of initial and ongoing participation. With our software, customers deliver employee engagement and communication programmes that not only create stronger emotional connections for employees but also deliver increased commercial performance.

See our employee engagement technology for yourself

Contact us today to learn how we can help you significantly improve your employee engagement, see a demo of 3radical Voco, and hear more about the work we've done for other leading organisations.

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