



*Driving Business to  
Peak Performance!*



## Mastering Employee Engagement

Amy Bergman  
MasterMind Consulting Network  
July 2008

- [Planning and Implementation \(TRIAD Process\)](#)
- [Strategic Marketing](#)
- [Jump Start Your Business](#)
- [Multimedia](#)

Employee engagement is essential to delivering a favorable customer experience. Engaged employees care about the success of your business and take that to heart in all that they do. This is especially important when delivering a memorable customer experience which will manifest itself into ongoing customer retention.



An engaged employee is in tune with the organization, operates with the best interests of it while finding ways to improve their performance to the betterment of the organization. Research indicates that employee engagement is directly linked to customer loyalty. That is, greater employee engagement leads to greater customer loyalty!

Creating an environment that facilitates engaged employees requires inspirational leadership, consistent communication, deep relationships, clear direction, continuous feedback and meaningful work experiences for employees. Not as easy as throwing more money into the compensation budget...And so many of us thought that if we just paid employees better than average, we'd create the level of employee engagement necessary to prosper! Wages aren't the only answer; in fact research indicates that compensation is not in the top 5 of employee satisfaction indicators. There's much to be said for focusing our energies on the people side of the business in order to have a positive impact on the bottom line. Investing in employee engagement is more an exercise in time, philosophy and effort than it is in dollars; however, the rewards will be seen in the bottom line in a big way.

How do you know if your employees are fully engaged? Ask yourself these questions:

- Is there a high level of production amongst the team?
- Are employees going the extra mile (i.e. taking initiative, doing more than expected, putting in extra hours without being asked, etc.)?
- Do you have a high level of customer retention?

- Do customers go out of their way to provide positive feedback?
- Do employees make worthwhile suggestions to improve systems, customer experiences, etc?
- Do you have a lower than average turnover rate?
- Do employees have meaningful relationships with their co-workers?
- As a leader within your organization, do you inspire others?
- Do employees come to you regularly to give and receive feedback?

These are just a few of the areas of consideration. A NO to any of these questions may indicate a need to act in order to improve your company's level of employee engagement.

If you would like some help on mastering employee engagement in your company, you may want to enlist some help. Contact Amy Bergman, at MasterMind Consulting Network to get started: 517-917-5730, or [amy@mastermindconsult.net](mailto:amy@mastermindconsult.net).

Do you enjoy this publication? Is there a topic that you'd like to see in an upcoming edition? I welcome your feedback. Please contact me with your thoughts and questions. Respondents will be entered in a drawing to win a complimentary employee engagement survey of their team.

Mastermind Consulting Network ☐ Phone: (517) 270-1340 ☐ [www.mastermindconsult.net](http://www.mastermindconsult.net)

If you no longer wish to receive these emails, please reply to this message with "Take me off this list" in the subject line or simply click on the following link: [Take me off this list](#)

Mastermind Consulting Network  
950 W. Monroe St.  
Suite G100  
Jackson, MI 49202

[Read](#) the VerticalResponse marketing policy.

