HOW TO GET YOUR EMPLOYEES TO **ACTUALLY CARE**

A disengaged workforce

Right now, many employees are feeling disconnected both emotionally and physically from the office and from work. This disconnection creates a state where many employees can become more reactive instead of proactive, and employers don't know if everyone is moving in the same direction.

The hidden impact of the COVID-19 pandemic

COVID-19 has made it more difficult than ever to connect and collaborate. Reactive behaviors and disconnected actions lead to lower productivity, creating scattered focus and more distractions across a team. Teams that communicate less are also less cohesive — not working together towards a common goal. The end result? Productivity and profitability loss.

Retention

You're also in danger of not retaining your best employees and top talent — because when they feel disconnected, and not part of a team rowing in the same direction, it makes work less meaningful.

Loss of control

The other danger is that management feels less in control of a suddenly distributed workforce when they can't actively see their teams at work. The way that many managers try to address this is by stepping in and micromanaging every decision. It brings them a feeling of being more in control.

Thinking like an owner

When employees really care, when they come to work and understand that what they do matters, that it means something, it creates a thriving workplace with the following common characteristics:

- Employees collaborate more, and move together in the same direction.

- Productivity and efficiency are increased where you have alignment and momentum.

- Sick days and time-off metrics are lower.

- Retention is higher. People love to work there.

- Talent acquisition is easier. People who work there refer their friends and family to HR because it's such a great place to work. They're willing to vouch for you.

- Tangible engagement metrics increase when companies have employees who care.

How to get employees to care

Tip #1: Clearly communicate your aspirational vision

Tip #2: Connect closely with your team

Tip #3: Use the right tools to drive engagement

Tip #4: Workflows to simplify and encourage teamwork

Tip #5: Create goals and a roadmap

Tip #1: Clearly communicate your aspirational vision

Make sure you have clear communication about your 'Why'. You will want to make sure that everyone in your organization understands the company's aspirational vision and the roadmap for both the company and for employee success. Don't be afraid to be vulnerable and realistic about the true challenges that the company faces in order to reach those goals.

Tip #2: Connect closely with your team

Be intentional about connecting with your team. Some leaders have fine-tuned their natural ability to connect and communicate with people personally. For those that find this talent harder to practice, understand that any effort can create significant benefits. Try to connect personally or use surveys to make sure that everyone understands what's going on, that they matter, and that they feel heard.

Tip #3: Use the right tools to drive engagement

Ensure you have the tools to incentivize, recognize and publicly reward performance and milestones. When used strategically, these tools can help automate the process of recognition and rewards tied to very specific business goals. It removes the guesswork and helps build a consistent workplace culture of appreciation. The right tools can also help to automatically maintain and grow engagement over time.

Tip #4: Workflows to simplify and encourage teamwork

Build workflows that encourage collaboration, communication and idea sharing. Here at CarltonOne Engagement, one thing we do that works really well is we host quarterly hack-a-thons to solve real business challenges and reward contributors with great ideas. These events bring the added benefits of fostering social connections (even when done virtually), jumpstart new product development, and even inspires some friendly competition.

Tip #5: Create goals and a roadmap

Set tangible goals with clear steps and measurable accomplishments. Your people need to know what's expected of them and they want to know how what they do every day fits into the bigger picture. So emphasize their role by connecting the dots for them, help them see how their role directly helps the company reach its goals.

SUMMARY

Inspiring your employees to care as much as you do about the business is not simply about shouting a vision from the rooftops and expecting everyone to jump onboard. Success will come from clear communication and connection at the heart and soul level with real human beings.

It has to do with strategies and workflows to support the ongoing inspirational aspect of what you're trying to accomplish. And it has to do with having the right tools and training to incentivize, recognize and publicly reward your team for their performance.

Make work mean more

At CarltonOne Engagement, our goal is to make work mean more. And we do that with our award-winning technology and best practices for corporations and for small and medium-sized companies. All our solutions are built to mobilize and inspire our workforce and yours by linking engagement behaviors to climate change actions in the community. Our sustainability mission to fight climate change is powered by a unique eco-action business model that will fund the planting of 100 million trees every year, and protect our planet's oceans, soil and species.

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Engage With Purpose

Smart employers understand that they can't engage an employee without engaging their sense of purpose. Making work mean more unlocks new levels of loyalty, innovative design thinking, personal and team performance, and revenue growth.

CarltonOne can ignite this for your company.

Our Principles

Innovation
Innovation thrives amid boldness and bravery. We empower individual creativity and inspire original thinking to overcome obstacles.

Collaboration
Our collective capacity for achievement grows when we work together with a common vision, equal respect, willingness to share, and openness.

Responsibility & Sustainability
We believe sustainability is a responsibility, and engineer our technology platforms to make a tangible difference in the world.

Transparency
Trust is built on transparency. Our eco-actions are demonstrable and public to inspire others to join us.

Let's make work mean more together.
Emotionally engaged employees are more passionate about their mission, have higher productivity, demonstrate deeper creativity, and express a stronger sense of loyalty.

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