

REDEFINING EMPLOYEE ENGAGEMENT - FOCUS IS ON PASSION & HOLISTIC WORK ENVIRONMENT

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Abstract

This research paper on Redefining Employee engagement emphasizes on the changed responsibilities of Human resource management from just being HR administration to taking new responsibility of attracting, retaining and managing human intellect of an organization. This research paper also explains the difference between employee satisfaction and happiness from employee engagement. This research paper also tells us how different organizations practises employee engagement in at their workplaces. It concludes by stating that importance of employee engagement and redesigning the existing engagement practises plays a very important role.

Keywords: *Employee Engagement, Employee Satisfaction, Organization, Retain.*

Introduction

Employee engagement is generally being confused with employee happiness and satisfaction, which is not true. Someone happy at work does not necessarily mean that they are working hard, productively on behalf of the organization. While company game rooms, coffee clubs and Friday parties are fun—and may be beneficial for other reasons but making employees happy is different from making them engaged.

Employee engagement is also different from employee satisfaction. There have been numerous numbers of surveys on measuring employee satisfaction with the organization, but the standards have been set very low. An employee must be feeling satisfied working 9-5 in an organization. But that satisfied employee will not probably give in certain extra efforts to increase his/her productivity in an organization.

Employee engagement is an emotional commitment the employee has to the organization and its goals. This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a pay check, or just for the next promotion, but work on behalf of the organization's goals. Their discretionary efforts in achieving the goals and objectives of their organization differentiate between their level of satisfaction and level of engagement. So, it becomes important to study how best companies are thriving in today's environment of increased employee engagement:

Since 2004 **Google** has had '20% time', which enables employees to develop their own projects at work, while spending the other 80% on their 'proper' job. This has generated a lot of great ideas for the company. The global online empire also provides free legal advice, extra cash for new parents and provides themed meeting rooms – think 'Irish pub' or 'Swiss chalet'!

Ever wondered why staff at your local **John Lewis** or **Waitrose** store are so cheery? It might be that the 85,500 permanent employees at the **John Lewis Partnership** are all partners, and get a share in the benefits and profits.

Employees at special deals company, **Groupon**, are given support in upgrading their qualifications through an extensive training programme. The firm also takes employees' opinions seriously – they get them involved by running staff focus groups.

Health food chain, **Whole Foods Market** not only lets employees see each other's salaries, but the company also sends staff on trips to meet suppliers so they learn more about where their products come from.

SAS employees, and their families, have free access to a massive gym featuring a weight room and a heated pool. They also have an on-site health care clinic, staffed by physicians, nutritionists, physical therapists, and psychologists—all for free! Deeply discounted child care is available and additional no-cost work-life counselling is offered to employees. They've had 37 consecutive years of record earnings coming in at \$2.8 billion in 2012.

The year of the employee: Predictions for Talent, Leadership, and HR Technology in 2014

In this year it is expected that Global economic growth will create a new level of competition for people. People will change jobs. HR organizations will shift their focus from cost reduction to retention and engagement. Technology will continue to make the world smaller place, forcing companies to improve their employment brand in every possible way. Hence, HR organizations will have to innovate to stay ahead.

2014: Empowering people and focus on the Employee

Attraction, Retention, and engagement will really matter. For the first time in nearly a decade, this year you will find the issue of retention, engagement, and attraction to be top on the priority list.

This year, for the first time in more than five years, employees are in charge. Companies have reduced costs, restructured, rationalized spending, and pushed people to work harder than ever.

Engaging Gen Y at workplace

Like Coca-cola and its agency, McCann Erickson, companies are increasingly recognising that engaging younger employees- Generation Y that succeeded Gen X- doesn't mean merely making the workplace 'fun', but it is about inclusivity, participation, empowerment and career progression. It also makes sound business sense.

Employee Engagement practises for Gen Y

Accenture	Uses technology to get feedback from young employees, incorporate them into policies.
Mind tree	Initiative called K2Y, which connects the youth to the CEO through face book.
Axis Bank	Appointed engagement champions across cities to help structure initiatives and policies.
Marico	Leadership development programme LEAD Talent to equip leadership to engage with Gen Y.
Mahindra Group	Initiatives like shadow boards, where young groups take up business challenges.

Conclusion

2014 looks to be an exciting and critically important year for Human Resources. The economy will grow, employees will be in charge, and HR's role in business success will more than ever. Hence, the importance of employee engagement and redesigning the existing engagement practises plays a very important role.

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