

Action plans



Improve your employee appraisals process

Most of your team will know where their day-to-day responsibilities lie and what doing their job well looks like. However, engagement in the company's wider goals and ambition is equally important to ensure efforts feel united and you don't fall into the trap of having siloed parts of the organisation. Getting staff interested and engaged in topics such as the company's financial situation and what goes on at board level discussions will make it far easier to get buy in and involvement when increased levels of effort are required or more challenging times are reached.

- **Effort:** Medium
- **Impact:** High

How will I know if my Action Plan is working?

Carrying out a staff satisfaction survey will indicate whether your Action Plan is working

Actions:

Discover how others have made important changes to the way they recruit and spend some time learning about how other businesses have gone about increasing staff engagement with simple change

- **Impact:** Low
- **Suggested duration:** 3 days
- **Why this will help:** Learning from the experiences and lessons of fellow business leaders is the best way to direct your own improvement efforts.

Define, or revisit to update, the strategic goals your business has for the next one, three and five years

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Improving employee engagement reduces staff turnover and boosts productivity levels within the company.

Align these goals with actions, activity, behaviour you will need to see members of staff demonstrate – such as finance and cash flow, new product development or customer service to see where engagement needs to be targeted

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** If it's a more diverse set of products and services that you'd like the business to have then you need to create the opportunities for new revenue suggestions. If it's a more diverse customer base, then think about what behaviour will help achieve this. Linking one to the other is of vital importance.

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Design a series of activities that will help drive engagement across the required areas of the business – whether those are workshops, training sessions, town hall meetings, one-to-ones or incentive schemes

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** Introducing activities is a great way of bringing employees together and motivating them in a new way. Rather than relying on employees always having to show initiative and independently speak up, activities create a forum for new thought, ideas and, often, questions to senior management that challenge the way something is done.

Assign individual leads who will be responsible for pushing forward engagement with different themes to ensure ownership and accountability

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** Likewise, with activities, assigning what are essentially “engagement officers” will help embed the changes you want to see happen and drive a sense of accountability without making it as formal as putting it directly into an employee’s set of targets or personal development plan.