



INSIGHT PAPER
**ENGAGING
THE
DISENGAGED**



**PREPARED
BY RMG - AUGUST 2023**

ENGAGING THE DISENGAGED

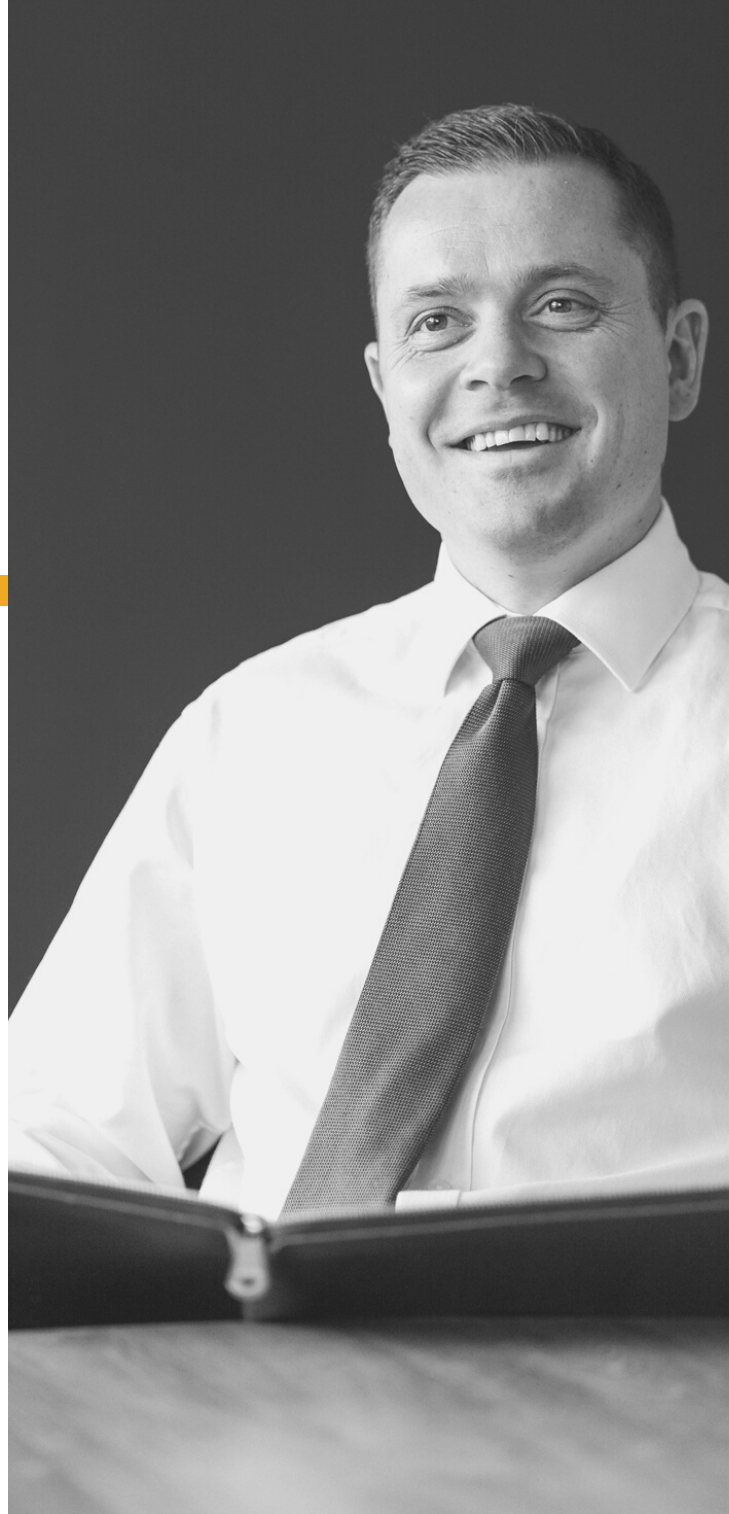
BY GILES HAMPSON

As a recruitment firm that is paid to find new talent, perhaps it's not in our immediate interest to help businesses engage with a disengaged workforce. But as a long-term partner to many of our clients, we believe we play a much bigger role when it comes to talent management, which includes guidance on employee engagement, succession planning and talent attraction.

Disengagement is often seen in fast growing businesses, leading to decreased morale and productivity, which affects overall organisational performance.

This article presents a comprehensive approach to help organisations foster a positive work environment and revitalise employee motivation. It includes expertise from Catherine Bennett, a specialist in the field of employee engagement from [Caboodle, part of the Access Group](#), who sets out some of her own recommendations below.

SHOULD WE TALK ABOUT FULLFILMENT AND NOT JUST ENGAGEMENT?



89% of employers think their people leave for more money but in actual fact, only 12% of employees leave companies for money elsewhere.

UNDERSTANDING THE CAUSES OF DISENGAGEMENT:

To effectively re-engage disengaged employees, it is important to identify the root causes of their disengagement. Factors such as lack of recognition, poor communication, limited growth opportunities, and unclear expectations can contribute to employee disengagement. Conducting employee surveys, one-on-one interviews, and utilising anonymous feedback mechanisms can provide valuable insights into the underlying issues. There are lots of tools you can use to do this and platforms like [Survey Monkey](#) are really easy to both set up and analyse results.

Creating a supportive work environment:

A supportive work environment is essential for re-engaging disengaged employees. Leaders should focus on fostering open communication, promoting transparency, and ensuring that employees feel valued and appreciated through regular check-ins, mentorship programs and team activities to build trust and improve employee-manager relationships.

Providing opportunities for skill development:

Disengagement can often result from a lack of growth and learning opportunities. By offering skill development programs and training initiatives, organisations can reignite the passion and motivation of disengaged employees.

Tailoring recognition and rewards:

Recognition is a powerful tool to motivate and re-engage disengaged employees. A helpful article from Forbes suggests that personalised recognition and rewards programs can positively impact employee engagement levels. Acknowledging individual accomplishments and linking them to the organisation's overall goals can foster a sense of purpose and commitment among employees. You can read the full article from Forbes [here](#).

Encouraging collaboration and autonomy:

Collaboration and autonomy are vital factors that contribute to employee engagement. Research by Deloitte emphasises the importance of empowering employees and involving them in decision-making processes, this helps them to take ownership of their work and can rekindle passion and commitment. A focus on engagement in the hospitality sector (which can easily be implemented across other sectors) captures great initiatives which can be read in full [here](#).

UNDERSTANDING THE CAUSES OF DISENGAGEMENT:

Providing feedback and performance management:

Regular feedback and performance management are essential for re-engaging disengaged employees. "Performance Management: A Systematic Review" from the International Journal of Management Reviews stresses the importance of constructive feedback, goal setting, and evaluations in aligning employee expectations with organisational objectives. Implementing a robust performance management system will provide employees with clarity, direction, and a sense of purpose.

Supporting work-life balance:

Disengagement can also stem from an imbalance between work and personal life. Organisations should strive to promote work-life balance by offering flexible work arrangements, wellness programs, and employee assistance initiatives. Supporting employees' well-being and recognising their personal commitments can significantly improve engagement levels. This doesn't need to be to the detriment of the company's objectives – but always consider how you can provide a balance.

COMPANIES
WITH
ENAGAGED
EMPLOYEES
GENERATE **2.5X**
MORE REVENUE
THAN THEIR
PEERS



IF YOUR HR TEAM THINK THEY HAVE THIS BOXED OFF WITH COMPLIMENTARY FRUIT AND BEERS ON A FRIDAY, THEN WE WOULD STRONGLY URGE YOU TO GO BACK TO THE DRAWING BOARD.

THERE ARE LOTS OF GREAT EMPLOYEE ENGAGEMENT BUSINESSES AROUND. ONE COMPANY WE LIKE IN PARTICULAR IS CABOODLE, PART OF ACCESS GROUP.

THE BUSINESS IS LED BY FOUNDER CATHERINE BENNETT WHO FOLLOWING ITS SALE TO ACCESS GROUP IN JUNE 2022 IS NOW GENERAL MANAGER FOR ACCESS ENGAGE.

ABOUT CABOODLE

Caboodle is one of the UK's leading independent employee benefits providers. The firm caters for the needs of companies providing anything from simple employee benefits hosted on unique Salary Extras platform, to fully bespoke and highly technical solutions.



caboodle
an  access company

**CATHERINE BENNETT
FOUNDER OF CABOODLE**



We've worked with thousands of organisations over the years with Caboodle and now Access and we've found that businesses with the most engaged employees support their team effectively with a range of employee benefits that genuinely make a difference.

It might be helping employees cut the cost of living with employee discounts or helping them manage work-life balance with a holiday trading scheme, for example.

Employee benefits like these help drastically improve the employer-employee relationship, improving engagement. They also help prevent health and wellbeing problems occurring and help proactively manage them too, which ultimately affects engagement.

Businesses that suitably reward and recognise their employees also tend to outperform other businesses when it comes to engagement. Employees that feel recognised and appreciated go that extra mile for the business, the very definition of employee engagement.

Finally, providing a place for employees to engage, such as an internal communications platform, also helps enable engagement."

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IF YOU NEED ADVICE ON
ENGAGING YOUR EMPLOYEES -
PLEASE GET IN TOUCH WITH OUR
TEAM TODAY

TALK TO US

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