

# A Sustainable Company's Guide to an Employee Engagement System



*Helping innovative, forward-thinking small to  
medium-sized companies achieve sustainable growth.*

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## GOALS AND PURPOSE

- ☐ Help attract and retain people who are congruent with your company values and culture
- ☐ Establish brand and culture immediately
- ☐ Create a process to ensure consistency and succession

Your employee engagement system should be end-to-end. It begins with recruiting, interviewing, and onboarding, and runs through hiring, nurturing, and departures. This is what the process should look like (we'll break it down in detail below):

1. Before starting the hiring process
2. Starting the hiring process
3. Onboarding, brand and culture integration
4. Nurturing, talent retention
5. Strategic, equitable off-boarding

**Key:** Every single touchpoint and experience your candidate or team member has creates an impression on them. Every email received(or not), every conversation, every detail remembered about them - it all adds up.

By taking a moment to create and implement an employee engagement system, your organization can become proactive with employee relations. This is a competitive advantage.

**Now that you have a high-level understanding of the process, let's dig into the details.**

## 1. Before Starting the Hiring Process

a. Gather input from your team about how this new hire/role could better support clients/the company. This could help identify blind spots and encourage more collaboration. It's also great for morale and building leadership.

b. Research to pinpoint what job titles are relevant today rather than continue to retread the same titles; things change.

c. Review or write the new job description. You should refrain from just listing a bunch of tasks or skills that you need to be addressed. Instead, inject your brand. Inject personality.

**Tip:** You should also be answering the question, why would any qualified candidate want to work with your company? The compensation package is separate from the job description, but you can still include some of the perks that your team enjoys.

d. Prepare to publish the available position on your website, including the ability for candidates to be able to apply directly.

**Tip:** This is also an opportunity to showcase your employee culture. Do you have testimonials from the current team about working at your company? What about photos of your company's last outing?

e. Confirm the interview process. Who will conduct the interviews? This is an awesome opportunity to engage your current team members and prevent culture dilution. This includes the post-interview process; this is the opportunity to demonstrate your brand to the candidate - and your own team. No one falls through the cracks.

## 2. Starting the Hiring Process

- a. Where and how will you communicate that you are seeking to interview for a new position? Start with those who already know your brand and culture best. First, be sure your internal team is aware; they may know of great candidates from their own networks. Next, consider sharing the position with your strategic partners and/or centers of influence and referral partners.
- b. Besides your own website, what other platforms will you share the position with?
- c. Whenever possible, host the interviews at your place of business. The goal here is for other members of your team to be able to interact with the candidate, even if just in passing. It's also an opportunity for the candidate to observe and experience firsthand, what your culture is like. If interviews are conducted virtually, you can still achieve this by thinking creatively.

## 3. Onboarding, Brand & Culture Integration

- a. Compensation is more than just their paycheck. This is a critical area that deserves holistic thought and thinking out of the box. Not every business can pay top of the market, and not every worker is seeking that.
- b. When and how is your offer presented? Think outside the box. How can you package or deliver this in a way that represents your company? The objective here is to think deliberately and creatively about it rather than just do what has always been done.
- c. Communication: where, how, and when will this new hire be communicated to the person, your team, and the media?
- d. Training: Be proactive about what they'll need to be trained on and cognizant of which topics can/should be taught via on-demand technology vs. actual people (perhaps your own people).

e. Calendar: Ensure they have access to the company schedule for the remainder of the year. This should include regular, pre-scheduled performance reviews, important company or industry events or dates, and anything else relevant to their position. It's a way of demonstrating consideration, allowing them ample time to plan ahead.

f. Be sure they receive your employee handbook or manual and that someone specific is tasked with following up with the new hire regularly to answer questions or provide resources.

**TIP:** It's ideal to work from an Onboarding Checklist. This ensures the experience is uniform for every new hire, regardless of who is facilitating the process.

## 4. Nurturing: Talent Retention

a. Professional Development: All employees ought to have an available budget for training and education. Decide if courses, classes, conferences, etc. will be identified internally and/or by team members individually. What's the process for this? Is it documented? What outcome are you hoping for - will they write a blog post or present to their team about what they learned? How will the success of this benefit be measured? The Harvard Business Review suggests replacing traditional "performance reviews" which focus on the past, with more frequent development-oriented discussions about the future.

b. Develop the talent within. Establish goals and a growth track for each team member. Chart out their path within your organization. **Hint:** this will also force you to expand your vision and ensure you're continuing to grow.

c. Celebrate! (Work anniversaries, birthdays, etc.)

d. Community and/or personal volunteer days.

**TIP:** When done well, this is the best opportunity to showcase your company's ability to communicate and create leaders; and to demonstrate your culture at work!

## 5. Strategic, Equitable Off-boarding

- a. When a team member leaves, what happens? It is just as important to know these steps as it is to know how to effectively onboard them. What happens with their email address and when? Is it best to change the password, keep it valid, and set up forwarding for...2 weeks? Or cancel it immediately? Archive all emails? What is your written policy for this?
- b. What happens to any of the articles or e-books they authored while working at your company? Was this communicated when they were hired, and again when they began creating content?
- c. Consider thanking the departing team member internally (and publicly whenever possible) by sharing highlights or general contributions they made. Wish them well in the future. This speaks volumes about how your company views workers as human beings. And, it's classy.

## Building Your Unique Employee Engagement System

Now that you have a solid starting point, it's time to build your own unique Employee Engagement System for your business. If you need an assist with tailoring it to your organization, our team can help! [Schedule](#) a complimentary consultation to get started.

[Schedule](#)  
[Complimentary Chat](#)