



# ***The Organizational Benefits of Employee Engagement***

*Article written by Incentive Services University*

The benefits of promoting employee engagement are wide-reaching. By focusing on employee engagement and satisfaction, you impact not only your employees but your customers and organization. The reality is that your people are critical to the success of your organization, and it's your job to treat them as such. So how does employee engagement impact your organization? Following are a few of the benefits you can expect from an engaged team:

## ***Employee Retention***

Engaged employees are more likely to care about and stay with your organization. Employee loyalty saves costs on recruiting, onboarding, and training. When you have an engaged and satisfied workforce, they will want to do their job to the best of their ability and stay with your organization longer.

## ***Increased Productivity***

When you feel passionate about something, you work harder for it. When you are rewarded for something, you repeat the behavior. Likewise, employees who feel connected to and valued by your organization will be more productive, working harder to help your organization succeed.

## ***Employee Wellness***

Employees that are engaged and happy with their work life are less stressed. Stress contributes to employee wellness, both mental and physical. Working in a healthy environment is one less reason for employees to call in sick, which can disrupt operations and have a domino effect on other employees. Engage employees, improve wellness!

## ***Improved Reputation***

What your customers and employees say about your organization matters. When your employees have good things to say, they attract potential employees and customers. Engaged employees do their best to keep clients happy and loyal. Engaged employees, happy clients, and return business are essential to an excellent reputation.

## ***Higher Profits***

Profits are intrinsically essential to the success of your organization. The benefits of your organization being operated by an engaged and motivated team are reflected in customer satisfaction, more clients, and increased profits.

When you find the right employees, be proactive in your efforts to keep them! From culture to communication, take steps to ensure your employees are engaged. Educate managers and offer tools to empower employees from day one. Taking care of your most important asset will only benefit your organization in the long run.