

EMPLOYEE ENGAGEMENT CASE STUDY

Name
Institution

Employee engagement is a business office strategy that intends to create a suitable work environment for everyone in the organization. It aims at increasing the performance of employees so that the company can record high productivity. It enables the organization to achieve its goals and objectives efficiently.

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Categories of Employee Engagement

Employee engagement can be categorized into three main types, as discussed in the following paragraphs:

- **Engaged Employees.** These refer to employees who are wholeheartedly passionate about their work. They are emotionally devoted to the company and put in all their energy and time to ensure its goals are achieved. They are creative, thus provide the organization with new ideas and are also consistent in their performance, helping the organization to grow.
- **Not Engaged Employees.** These employees put in time in their work, but not too much energy and passion. They do only what they are asked to do, and therefore, the job is nothing more than just a paycheck to them.
- **Actively Disengaged Employees.** These employees are resentful and unhappy at the organization. They tend not to add value to the efforts of the company, but instead, spread negativity to derail progress.

- Employee engagement is crucial for ensuring the sustainability of any organization. Employees are one of the most important stakeholders of an organization. The leadership should ensure active employee engagement by creating a pleasant working environment and unity among workers of all levels.



Name
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