Employee Engagement Case Study

Name

Institution

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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.

**Significance of Employee Engagement**

Employee engagement is essential for any organization because it provides conditions that enable high performing organizations (Cervai, 2014). Studies show that employee participation leads to significantly higher performance in the organization. They also state that there is an essential link between employee engagement, client dedication, and competency. The working conditions within the organization must also enhance employees’ overall feelings and well-being.

**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 (Cervai, 2014).

**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.

**Factors Determining Employee Engagement**

Various factors determine employee engagement, including the following:

* Performance assessment
* Pay and other benefits
* Job satisfaction
* Organizational communication, atmosphere, and cooperation (Kocherlakota, 2015).

**Conclusion**

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.

**References**

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