



Employee Engagement

Content Strategy and Budget Considerations

Session 1



 **Vensure**
Employer Solutions

Presenter

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Today's Topic

Let's talk about the design work and management that goes into Employee Engagement Initiatives.

In this session, we will examine:

01. Content Strategy

02. Budget Considerations

Employee Engagement Matters

A photograph of a woman and a man in a coffee shop. The woman is wearing a light-colored shirt and a dark apron, and the man is wearing a dark t-shirt and a dark apron. They are both smiling and looking at a tablet computer that the woman is holding. The background shows coffee-making equipment and shelves with coffee bags.

- › To achieve organic growth and persevere through disruption, organizations need exceptional performance in addition to quality work.¹
- › Engage Your Employees

¹ Gallup

Interconnected

Employee Experience

- Employee experience constitutes the entire journey an employee takes with your organization. This includes everything from pre-hire to post-exit interactions and everything in between.

Employee Engagement

- Not a one-time event.
- An ongoing part of the employee experience- a puzzle piece in creating the big picture.

Quick Events

One Time

- ✓ Internal Training and Webinars
- ✓ Annual Summit/Conferences
- ✓ Mega Events
- ✓ Wellness Fair
- ✓ Fitness Challenges
- ✓ Volunteer
- ✓ Potlucks
- ✓ Day, Week, Month Themed

Staple Events

Transformational

- ✓ Performance Management Program
- ✓ Learning and Development Program
- ✓ Onboarding Programs
- ✓ Mentor/Mentee Programs
- ✓ Employee Engagement Initiatives
- ✓ Bridges and Silo Busters
- ✓ Social and Networking
- ✓ Employee Resource Groups
- ✓ DEI



Designing Employee Experience



Considerations

Unifying Factors

Business Objectives **Alignment**

Purpose **Why**

Outcome **Result**

Audience **Identifiers**

Organizational Value **What do we stand for?**

Opportunities **What are we solving for?**

Creating Employee Experience



Recruiting and Hiring

- > First Phone
- > Response Time to Application
- > Number of Interviews
- > Time Between Interviews
- > Introductions and Welcome
- > Offer



Onboarding

- > Company Integration
- > Welcome Equipment
- > Work Stations
- > Welcome Kits
- > Training Plans
- > Events and Activities



Performance Management

- > Reviews
- > Feedback
- > Coaching
- > Mentoring
- > Role Clarity
- > Scheduling



Development

- > Upskilling
- > Training
- > Personal Development Plans
- > Ongoing Training
- > Stretch
- > Collaboration Committees
- > Connection Groups

Creating Employee Experience



Strategy and Initiatives

- › Thoughtful Organizational Structure and Design
- › Audits
- › Process and Procedures
- › Incentives
- › Total Rewards
- › Community Efforts
- › Surveys
- › Awards and Recognition



Exit and Offboarding

- › Reallocating Work and Responsibilities
- › Exit Interviews
- › Offboarding Programs



Budget Considerations





Designing Details

Sometimes the Details are in the Lighting

- Marketing Plan
- Communication Strategy
- Take-a-ways
- Event Variety
- Speakers
- Pre-kick-off Events
- Post Events
- Surprises
- Themes
- Food

Bring Different Disciplines

Collaboration: External

- Subject Matter Experts- Outsourced Vendors
- Art or Performing Art
- Lecture
- Technology
- Activity
- Involve your community
- In-Person Events
- Virtual Events
- Hybrid and External Events

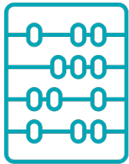


44%

Cross-department collaboration has increased 44% since 2019.

Source: Gartner (2021)

Budget



Can we afford it?

- Plan for employee population growth
- Allocated engagement spend per employee per year
- Factor in full cycle initiatives throughout the year
- Employee Lifecycle: Onboarding and ongoing
- Frequency and Variety
- Who do we need to bring along to buy in
- Cost of not doing or not getting it right
- Cost of messaging and adoption
- Cost of clean up and damage control

Raise Your Hand





Part 2: Organizational Messaging and Measuring Success

June 27, 2023
12:00 p.m. PT (20 Minutes)

<https://www.vensure.com/resources/>



QUESTIONS?

**Thank you
for your time.**

