



# Improve your business by listening to and involving your employees

**Get more from your employees - more ideas, more loyalty, more commitment - by sharing your business goals with them and listening to their ideas.**

## Why?

- Employees feel more engaged in an organisation when they feel their voice is heard. In turn, more engaged staff require less supervision and are easier to retain.
- Employees can have valuable insights and ideas as they are ‘on the frontline’ and often see problems and solutions before you do.
- If employees are involved in change and able to contribute ideas towards the change they will be better able to cope with the change.

## Why is this important?

- More than 80 percent of employees polled in the US and UK said that employee communication influences their desire to stay with or leave an organisation. Nearly a third said communication was a “big influence” on their decision. <sup>i</sup>
- Organisations with engaged and committed employees were 50 percent more productive than those organizations where employees weren’t engaged. In addition, employee retention rates were 44 percent higher in organisations with engaged and committed employees. <sup>ii</sup>

## How to get started in a small way

- Introduce a regular business briefing for employees at weekly or monthly meetings.
- Make a plan for consulting and involving employees in the full scope of the business – dare to share your commercial information.
- Find out about your employees’ passions (such as recycling office waste or improving internal procedures) and act on those that make sense for the business.
- Communication needs to be two-way - introduce a staff suggestions box in your kitchen or canteen – go a step further and offer a prize on a periodic basis for the best staff suggestion.
- Don’t make consultation a one-off event; keep talking and keep staff up to date. Share with staff how things have progressed – e.g. if a staff member suggests a cost saving measure, communicate with staff that it is being implemented and follow up with how much cost has been removed as a result of the initiative.

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<sup>i</sup> Burton, 2006

<sup>ii</sup> Izzo & Withers, 2000