

Four Motivators Increase Employee Engagement

A high level of employee engagement generates longer retention, exceptional morale, strong loyalty, increased productivity and heightened profitability. It is very difficult to motivate employees without a consistent system in place. The four cornerstones of increasing employee engagement are aligned goals, meaningful work, challenging assignments and employee recognition.

Aligned Goals

Research shows that an employee's relationship with his or her direct manager is the single most important factor to drive employee engagement. The extent that management is able to communicate the importance of aligning employees' goals with the overall objectives of the company is critical to the success of their working relationship. It is imperative that every employee understands how their work supports the company's vision and mission statements.

Meaningful Work

Managers must individualize work assignments with each employee's strengths, interests, career aspirations and personal development goals in mind. What makes work meaningful to workers is understanding the impact it has on the company's customers. When employees believe their work improves customers' lives, they are inspired to do their best and a sense of accomplishment permeates the team culture. This deepens the importance of the work each employee provides to the business overall.

Challenging Assignments

Businesses need the maximum contribution from all their employees. A mutually beneficial work relationship builds trust and helps teams adapt to changing priorities. Being flexible and agile in the face of constant change in a global economy is paramount in increasing profitability.

Employees want work that builds on their natural abilities. Managers must be willing to assign challenging work to all the members of their team in order to increase their skill levels. Workers who believe their manager is there to help them are motivated to do their best work. Authentic, small action steps can make a big difference in increasing their confidence. Employees want to feel highly valued.

Employee Recognition

Seventy-eight percent of employees cited recognition as the main motivating factor in their careers. [Pacific Crest Group's \(PCG\) Human Resources and Employee Development Services](#) provide numerous strategies for building strong relationships between business owners and their workers. PCG case studies document how employees perform best when they feel the company

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they work for cares about them and is willing to listen as well as implement their ideas. Investing in your employees' success clearly yields the highest return over the long-term.

How We Can Help You

Pacific Crest Group provides professional services that keep your business focused on your critical objectives. We provide strategic Accounting and Human Resource (HR) services created specifically to help you meet your goals. Through exemplary customer service, clearly defined policies and procedures as well as a forward-looking perspective, we provide the outsourced solutions that your business needs to grow. A PCG professional is happy to meet with you to discuss solutions for your unique requirements designed to maximize all of your business opportunities.