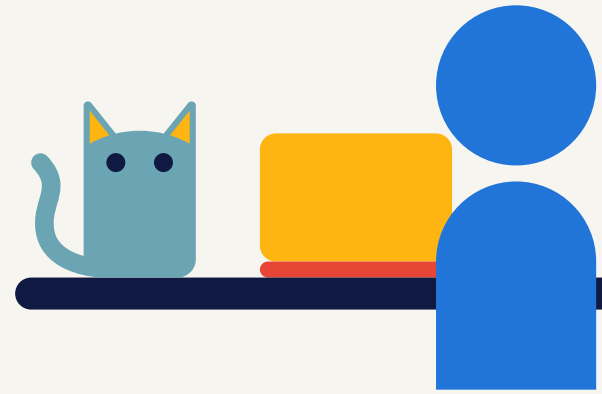


improving employee engagement



in a hybrid workplace.

According to a recent survey, **only 20% of employees** feel engaged at work. This low level of engagement probably comes as no surprise. Numerous companies across the globe have been struggling with low workforce engagement levels for years.

This is disheartening, especially considering the number of benefits that come with high levels of employee engagement, such as:

- lower absenteeism (**41%**)
- improved productivity (**22%**)
- higher profits (**21%**)
- increased retention (**up to 59%**)
- fewer safety issues (**up to 70%**)

With the hybrid work model being the preferred working arrangement for **one in three employees**, employers are growing more concerned about the ability to maintain a high level of engagement with employees working from home several days a week. In fact, in a recent survey, **30% of employers** worry that a hybrid model would negatively affect employee engagement.

To help you create a hybrid work model that prioritizes employee engagement, we have compiled a list of the best tips for improving workforce engagement within a hybrid model.

1. promote transparency

While our **Randstad Workmonitor** shows that 78% of the global workforce is ready to head back to the workplace, many do so with some level of hesitation. Another study shows that the top concern among these returning workers is the ability to maintain a healthy **work-life balance** that includes flexible work hours.

These concerns stem from the fact that employees are unsure what a post-pandemic workplace will look like. You can do a lot to curb these anxieties by making workplace transparency a priority. Workers want to know all the vital information, such as any set expected work hours, who they will report to, who they contact for support and how performance will be measured. Take the time to host meetings to explain the new hybrid work model policies and to answer employee questions. Providing your workers with as much information as possible will not only prepare them for the return to the workplace, but also improve engagement rates across the board.

2. purposeful connections

Finding ways to stay connected in a hybrid work model is one of the most challenging issues for many companies. It's important not to measure employee engagement by the number of connections. In fact, too many connections during the workday can quickly lead to digital burnout.

Instead, company leaders should focus on making purposeful connections routinely throughout the week. Consider scheduling regular, one-on-one check-ins with team members to address any needs for extra support. Additionally, invest in communication tools to ensure workers stay connected, whether at the office or onsite.

3. inclusive hybrid workplace

Another major obstacle of the hybrid workplace is inclusiveness. If you're not careful, a disconnect between onsite and remote workers can quickly develop and hinder productivity, quality and innovation. This division within the team can also make some employees feel isolated and dissatisfied with their role, which can lead to increased turnover and destroy employee morale.

To keep your workers accountable, take the time to create policies that provide communication guidelines for how information should flow between workers. For example, team leaders can host daily meetups to share information between remote and onsite workers.

4. meaningful recognition

Studies show that workers who don't feel that their contributions are **recognized at the workplace** are twice as likely to quit their job than workers who do feel recognized at work. Unfortunately, remote work can hinder recognition, especially those daily interactions, such as "good job," "thanks for your help" and "keep up the good work," if you don't make a concerted effort.

With remote work likely here to stay, employers should invest in a digital rewards system that allows both company leaders and coworkers to easily recognize employees for their hard work. Employers can also use company-wide meetings, whether in-person or remote, to recognize employee accomplishments, such as work anniversaries, promotions and sales goals.

5. focus on team-building – not just work

Isolation is another common challenge for remote workers. In fact, 27% of workers found isolation to be a major challenge of remote work. Fortunately, a hybrid work schedule that requires employees to spend at least a couple of days a week in the office can help alleviate feelings of **isolation**.

But, to keep employees engaged no matter where they're working, employers must take steps to ensure even remote workers are feeling engaged throughout the day. Consider hosting social breaks, such as lunchtime trivia games or virtual coffee breaks. Additionally, urge team leaders to look for ways to encourage their remote workers during the workday.

6. safe work environment

Studies show that **45% of the workers** experiencing anxiety about returning to the workplace rank COVID-19 safety concerns as the main reason. When done correctly, a hybrid workplace can help to minimize the number of employees onsite to make social distancing easier.

Employers can take additional safety measures, such as creating a one-way walkthrough in the office building, reducing the number of people using the break room at the same time and providing plenty of personal protective equipment (PPE), such as face masks and hand sanitizer. Employers should also consider developing policies pertaining to COVID-19 testing, sick days and safety protocols.

7. prioritize training

According to our **Randstad Workmonitor**, 79% of employees thought they had the tools and equipment necessary for digitalization. Unfortunately, 40% of these same workers found it hard to develop the skills necessary to make this transition. Although building a hybrid workforce is still a work in progress for many companies, they cannot forget to prioritize training.

With the skills gap in many industries expected to intensify in the upcoming years, employers must maintain effective training methods to prepare their workforce for the future. Remote training opportunities are ideal for a hybrid work model and should become part of this transition.

For more information about enhancing employee engagement in a hybrid workplace or to learn more about how Randstad can help you recruit remote employees, **contact us today**.