

Get Great Results with Employee Engagement

By Bonnie F. Mattick, M.A. Ed., MBA

Let me ask you a couple of questions:

- What distinguishes the most successful properties and what do they do that makes them so remarkable?
- What is it about them that has their customers so happy that they tell their friends and colleagues about their experience, and return whenever possible?

First and foremost, their leaders hire the right people because they favorably impact the atmosphere and set the tone for high quality service.

Many employees join a company because of reputation, the founder or leader's vision, and the growth opportunity. These can all work together to your benefit in hiring and retaining highly engaged employees.

Employee engagement may be defined as “an exchange of ideas in an unthreatening atmosphere” (Dr. Glen Miller). Ask your staff for input on what makes them enjoy their work and see how they respond. Let's look at the three ways to get results with employee engagement.

Characteristics of Engaged Employees

The most successful properties have employees who are highly engaged in their work. They have the following characteristics, because they are:

- Excited about their role and exhilarated at work;
- Demonstrating authenticity – being “themselves” makes them more effective;
- Receptive to opportunities within the organization;
- Exhibiting a sense of ownership and involvement;
- Understanding the goals and take a proactive role in the organization;
- Proud to recommend your property and services to others.

Leadership Makes a Difference

When the CEO of the organization takes the lead and inspires others by example, you have a top-down approach with an attitude of providing exceptional experiences for employees and the customers they serve. Do this by:

- Identifying the champions in the organization – those who are passionate about their work;
- Establishing a goal that will be achievable and sustainable – rally the managers;
- Recognizing and celebrating those who are great at engaging the guests;
- Communicating well throughout the organization and inviting continuous feedback.

Overcome the Challenges

What prevents good organizations, with a passion for excellence, from achieving a quality, engaged staff? You can identify the areas where there are concerns and ask the staff for input.

For example:

- The check-in process doesn't go smoothly;

- Rooms may be doubled-booked;
- Food and beverage underestimates staff requirements;
- Poor quality of food service and atmosphere;
- Meeting rooms don't meet the client specifications.

All these challenges can be overcome with deliberate and consistent actions. You know your employees understand when you see them connecting with your customers and guests. According to Canadian author and consultant Jim Taggart, "You simply cannot put a price on the human touch, where the person serving you (whether the owner or a server) really seems to care about exceeding whatever criteria you have set."

In order to "bridge the gap" and make a difference, consider the following:

- Creating a "total experience" with employees who are empowered to exceed expectations;
- Establishing mentorship; and use teaching as the best way to develop your organization;
- Making all employees aware of your intent to address their concerns.

Achieving the Results

These are some typical solutions. You'll produce optimal results when solutions are based on customized factors in your business. You can't take one solution to fit all circumstances. While there are common patterns to creating maximum success in engaging your employees, each organization requires a customized diagnosis and plan of action. You can generate greater profitability by having employees who work in an atmosphere of trust and integrity, and great team dynamics. To learn more about how to implement this process and create exceptional experiences for the customers you serve, contact Bonnie@UnforgettableOutcomes.com.

Biography:

Bonnie Mattick, speaker, author and Founder of **Unforgettable Outcomes, Intl**, creates exceptional experiences for her client's employees and the customers they serve. She does this through an in-depth understanding of organizational processes and employee engagement that enables her to facilitate meaningful, lasting changes to management and employee interactions. In her speeches and workshops, Bonnie draws upon more than 20 years of performance improvement consulting with companies as diverse as Prudential Financial, MidFirst Bank, Bank of America, SunPower Corporation as well as the U.S. Department of Energy.

Bonnie earned an MBA from the University of Nevada - Las Vegas and an M.A. Ed. from Arizona State University. And, her credentials at "kicking it up" include experiencing the exceptional on one of the world's most competitive stages—before her corporate career, she once danced with the Radio City Music Hall Rockettes!