

**Ibec identified the promotion of employee engagement as a key element in improving employee productivity and performance in Ireland, and contributing to job creation and Ireland's economic recovery.**

**Working with leading employers, this charter has been produced to support organisations to establish a culture of engagement and communicate this commitment to employees.**

### The engagement charter

*This engagement charter is a voluntary commitment made by organisations to effectively engage with their staff. It is a promise that leaders, managers and employees will work together to boost productivity and efficiency by enabling, engaging and releasing the potential of all employees.*

#### What do we meant by employee engagement?

Engaged employees are involved in, enthusiastic about and committed to their work and contribute to the organisation in a positive manner. They know what is expected of them, are connected to the organisation's goals, and are willing to go the extra mile.

We believe that the factors influencing engagement are different for each person and each individual must drive their own engagement and success. The organisation, managers and colleagues all influence how we feel about work.

Being part of an engaged workforce benefits employees.

- Together we will build a more successful and secure organisation.
- Employees are clear about how their role and performance make a real difference.
- There is support for employees to grow, develop, and realise their career aspirations.
- There is two-way dialogue and mechanisms to hear the employee voice.
- Employee contributions are recognised and we retain our talent.
- We contribute to our community.
- We have confidence in the future of the organisation.

Aligning employees' values, goals and aspirations with those of the organisation is the best method for achieving the sustainable employee engagement that our organisation needs to thrive. Understanding the connection between individual roles and the organisation's goals is necessary to build employee pride in and motivation towards their day to day work.

Engaged employees are the ones who are most likely to drive innovation, growth, and the revenue that we need. It has been shown that engaged employees develop new products and services, generate new ideas, create new customers, improve organisational performance and ultimately help spur the economy, generating more jobs.

Engagement is a journey with shared responsibility and individuals drive their own success by:

- participating in initiatives and driving positive personal engagement;
- assessing and developing their strengths and skills;
- communicating with managers to align goals and plan how to reach higher levels of contribution and satisfaction/engagement;
- owning performance and excelling with colleagues and customers.

### **The engagement charter**

We believe it is in the interest of employees, managers and the organisation to create a culture for engagement, in which all individuals contribute to the company's success and find purpose and satisfaction in their work.

In order to achieve this, we are making the following commitments.

#### *Our direction*

- Employees will understand about what the organisation stands for, what makes us different and how to contribute to our overall success
- There will be clarity about what the organisation needs individuals to do and why
- There will be regular communication between employees and managers
- Team working and good relationships with co-workers is central to how we work
- Employees will be equipped with the resources to do a great job

#### *Our managers and leaders*

- Managers will be supported to empower and engage their staff
- Leaders and managers will behave in line with our values and be accountable for improving the engagement and well-being of employees
- We will seek out and listen to employee feedback

#### *Growing our people*

- Development and career opportunities will be used to help employees to reach their full potential
- Feedback will support employees to understand their strengths
- Employee engagement levels will be measured and monitored
- Engagement champions/committee will help us to ensure engagement activities are meeting their purpose.
- Involvement in the community will be encouraged
- Opportunities to work remotely will be considered.