

12.6: Introduction to Employee Engagement

What you'll learn do to: Describe employee engagement

While the term “employee engagement” may seem pretty straightforward, it is actually much more complex than it sounds. Employee engagement is extremely important in building a motivated and effective team—engaged employees look forward to going to work and have a sense of their personal job performance and their role on the team. They work hard to meet goals and objectives, and also seek feedback to explore more efficient ways to perform their job tasks. These descriptors of employee engagement should sound really appealing to every employer. Who wouldn’t want employees who are self motivated and driven? Every organization that wants an engaged team needs to work with their employees to achieve their buy-in and support.

This module will explore the ins and outs of employee engagement, including responsible parties for promoting employee engagement, how to motivate and measure engagement, and how both employee engagement and disengagement can impact an organization.



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