

12.1.6: Introduction to Global Employee Engagement

What you'll learn to do: Describe ways to engage a global team

As we discussed in a previous module, employee engagement is extremely helpful in boosting company productivity and sales. However, what Americans perceive to be enticing and engaging may not be received the same way in other cultures. Global teams encompass a wide variety of cultural differences, and in order to engage employees throughout an entire international company, it is important to understand what motivates and excites them. Other key components like effective communication and a sense of trust are invaluable in building a highly engaged team. Teams that feel valued and trusted are more likely to perform at a higher level. Understanding how to bridge cultural differences and engage all team members is an important skill for global HR managers to possess.

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