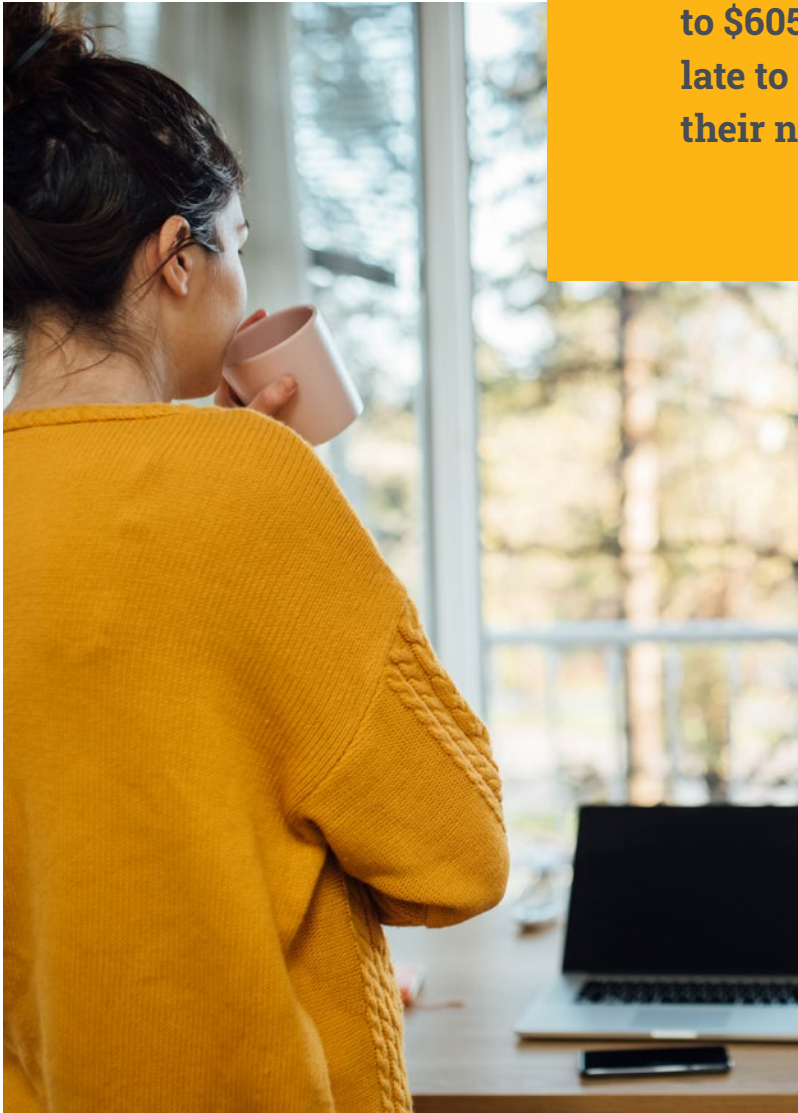


A man with a beard and dark hair is wearing large black over-ear headphones. He is sitting at a desk, looking down at a spiral notebook he is writing in with a pen. To his left is a laptop, and to his right is a white mug. The background shows a home office or kitchen area with a brick wall and some kitchen items.

Uniting Dispersed Workers

3 STRATEGIES TO CONNECT AND ENGAGE EMPLOYEES

workhuman*



“Every year, disengaged workers cost the U.S. economy up to \$605 billion in lost productivity—they frequently arrive late to work, or miss shifts entirely, and disrupt others with their negativity.”

This past year has changed the way we work forever. Even after the global pandemic comes to an end, it's likely things will never go back to the way they once were. Workforces are more dispersed than they ever have been before. And whether your organization has more remote workers, offline or non-desk employees, or a workforce dispersed across the globe, it will now be even more of a challenge to maintain and increase employee connection and engagement.

According to Staffbase, “85% of non-desk employees say the communication they receive on-the-job is not enough.” As more companies contemplate extending work-from-home policies, they must prepare to connect and engage their employees in different, yet still meaningful ways.

Here are three ways appreciation, communication, and empathy can create human connection – wherever your employees are located.



“In good times and bad, social recognition and gratitude lifts and binds us in a way no other business practice can.”

ERIC MOSLEY
CEO and Co-Founder
of Workhuman

1. Encourage authentic moments of appreciation

It's human nature to want to feel appreciated, but with a dispersed workforce, it is often much more difficult to provide that authentic connection. That makes it even more important for organizations to broadcast success throughout the organization.

Human connection is the heartbeat of business, and without it, organizational efficiency is likely to suffer. To counter feelings of disconnect for dispersed workers, Workhuman® customers around the world have invested heavily in the power of employee recognition.

“We have a very offline population – a lot of distribution workers and field workers that aren't necessarily sitting in front of a computer. So, having the ability for them to pull out their phone and quickly access the app and easily recognize a colleague or to get their recognition right there on their phone in their time frame is key. And it's so easy.”

MELANIE FILAS
VP of Compensation at Cardinal Health



Workhuman's 2020 recognition data shows that across organizations, industries, and geographies, recognizing an employee for a job well done increases feelings of inclusion – even when not in an office setting. Whether working remotely from home, or in a manufacturing warehouse or a grocery store, having a recognition program based on social networking and accessibility can positively and effectively bring employees together while also reducing turnover.

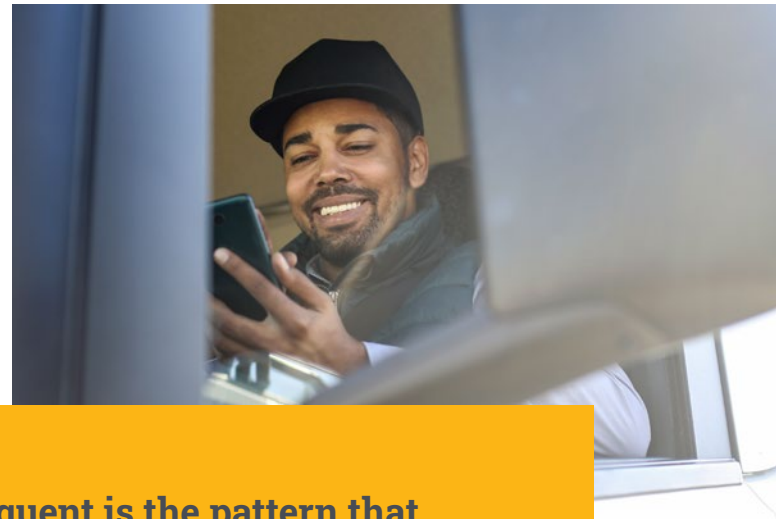
At Eaton, a global electric manufacturing company, about 50% of its workforce is offline without access to a computer – making mobile recognition critical. Rather than leave these employees out of the recognition equation, Workhuman facilitated mobile kiosks, or “minute clinics,” to help offline employees embrace technology and encourage program interaction.

2. Promote frequent check-ins – even for remote workers

Face-to-face communication helps facilitate relationships and improves communication. When this isn't possible, organizations should create a work environment that promotes continuous learning and development through frequent, remote check-ins.


Workers who check in with their boss at least weekly are:

- **More than 2x as likely to trust their manager**
- **Nearly 2x as likely to respect their manager**
- **5x less likely to be disengaged**
- **Nearly 2x as likely to believe they can grow in the organization**



“Short and frequent is the pattern that works. Employee engagement is dynamic and delicate. If you don’t communicate frequently, people disengage and lose productivity.”

TIMOTHY CLARK
Chief Executive Officer of LeaderFactor at Bloomberg Businessweek



Employees who received feedback from their manager responded 11% more favorably to the statement: "I feel a sense of belonging at work."

According to Tribe, an internal communications agency, only 10% of non-desk workers reported feeling strongly connected to their company.

As organizations try to improve offline or dispersed employee engagement, frequent check-ins can promote a sense of belonging.

Weekly, even daily check-ins give employees the chance to connect, ask questions, raise concerns, and most importantly, feel heard – wherever they are working. Using Conversations® – Workhuman's continuous performance management platform – both newly remote workers and traditional offline workers were able to seamlessly transition into the new normal of work.

3. Gauge the pulse of your dispersed workforce

“We want the world to know what’s really going on in their companies. And we believe that employees have a right to be heard.”

ERIC MOSLEY
CEO and Co-founder
of Workhuman

According to a recent [Gartner report](#), effectively measuring the voice of the employee relies on three primary types of feedback: direct, indirect, and inferred. The goal is to paint an accurate picture of [employee experience](#) to improve moments that matter across the employee lifecycle.

For companies dealing with dispersed workforces – whether it be remote workers, offline or non-desk employees, or a workforce dispersed across the globe – [employee pulse surveys](#) can gauge the health of an organization.





Quick and frequent surveys – such as those made with Workhuman’s [Moodtracker®](#) – help organizations learn how employees are doing, gauge their feelings of connection, and understand how to better support them going forward.

Using the data collected from these surveys, people leaders can uncover what’s working and what isn’t for their employees, whether they are working in a warehouse, at home, or across the world.

Here are a few statements to consider including in your pulse survey to gauge the mood of your dispersed workforce (indicate on a ranking scale how much they agree):

- **I believe my company cares about my physical and mental well-being.**
- **I understand my company’s values and mission and feel connected to this vision.**
- **I feel supported by my manager and team.**
- **I have frequent opportunities to check in with my manager.**

Forward-thinking leaders know:

The future of work is upon us, and remote work isn't going anywhere. Consider everything we've learned in 2020 and how it can be applied in the future to make work better for everyone – wherever your employees are located.

Bring your dispersed workforce together with the Workhuman Cloud®.

Our employee recognition, continuous performance management, and pulse survey solutions will increase employee engagement, satisfaction, and productivity for dispersed and remote workers.

Reach out today to request a demo or get started with the [Workhuman Cloud](#).

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