



# 5 Ways You Can Boost Engagement in the Workplace with Employee Coaching

## Five minute read:

There's no way around it: employee engagement is now a key concern for workplaces around the globe. Did you know that 43% of your employees would be okay leaving the company for a mere 10% increase in salary? This indicates a major gap in the level of engagement and loyalty experienced by the average worker, and a culture of stagnated growth and development could be to blame.

44% of employees feel that there aren't adequate opportunities for professional growth in their current position. And for low performers, it's even harder to get support. High-performers rate the quality of organizational support at 80%, but for those not meeting this benchmark, the number falls to a disappointing 68%.

So, what do all of these insights from a **2019 employee engagement report** mean for the workforce of the future? To begin with, organizations must pay close attention to their culture, listening carefully to the voice of the employee. Next, employee development aided by coaching in the workplace is absolutely essential if you are to engage and maximize your workforce.



# Why Coaching is the “Secret Sauce” for Employee Engagement

If an employee doesn't feel supported in their career trajectory, they are 3x more likely to proactively look at greener pastures. When a survey asked employees why they would consider leaving an organization, the lack of progression was the overwhelming answer.

This indicates a growing need for employee coaching in the workplace. By offering coaching opportunities, you can nip disengagement in the bud and show your workforce that the organization truly cares about their individual career goals. And if you need further reasons to convince you why coaching is the way forward, consider that:

- **Over half of employees aren't clear about their future paths in the organization**, something that can be effectively addressed by leveraging a career coach.
- **Only one out of three employees strongly believe that they can reach their full potential** in their current jobs – that means that even if you have a plan in place for every worker, it will get overlooked due to the lack of coaching and regular communication.
- **A third of the workforce regularly feels undervalued**, what better way to engage employees and ensure they feel valued than to invest in their career development?





## 5 Tips to Turn Employee Coaching into a Culture of Engagement

If you're looking to adopt employee coaching in a bid to boost engagement, you're on the right track. Here are five ways to get this right.

### 1 **Focus on honing employee strengths, not weaknesses**

We have all heard about the looming skills gap and talent shortage, and how coaching could solve this. **Research** reveals that focusing on an employee's weakness could significantly increase the risk of disengagement.

A coaching program that looks at maximizing employee strength has a 1% disengagement possibility – but when the spotlight is turned on weaknesses, this goes up to 22%. That's why the first step to coaching employees with an eye on engagement is an acute understanding of individual strengths, capabilities, and potential.

### 2 **Offer regular feedback on progress**

Once you have a clearly articulated employee development plan in place, the coach should share regular feedback on how the employee is doing. In other words, engagement-friendly employee coaching cannot follow a set-and-forget model. Feedback shared either in person or via the convenience of digital communication is essential to keeping the employee interested in the coaching process.

By giving your workforce feedback on their strengths, you can reduce turnover by nearly 15%. This goes a long way in addressing one of the biggest fallouts of disengagement – voluntary attrition.

### 3 Encourage employees to implement the skills learned

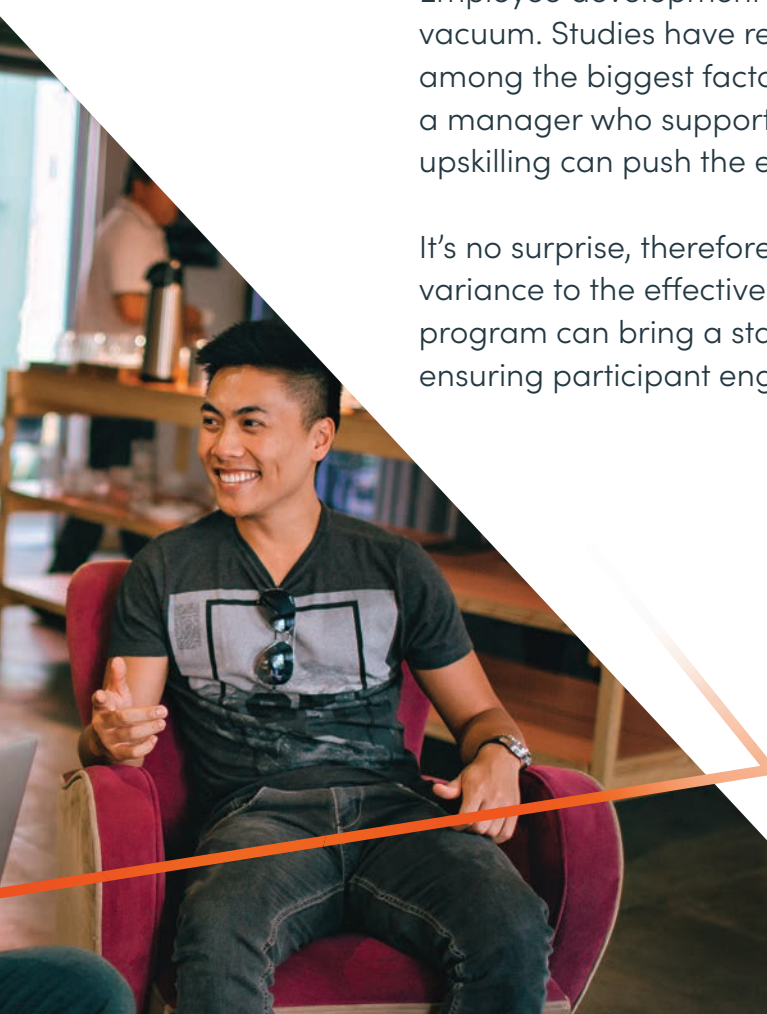
It isn't enough to help your employees gain new skillsets and abilities. These should have a real-world impact in order to truly influence engagement. Coaching on a topic/task where an employee has already shown some talent, and encouraging them to “act out” these new skills on the job can go a long way in helping employees feel engaged with their day-to-day responsibilities.

This has a ripple effect on your bottom line. When **8 out of 10 employees** feel like they are able to bring their best to work, your company can achieve an 80% uptick in customer engagement scores as well as a 14% rise in profitability.

### 4 Make sure to get the manager's buy-in for coaching

Employee development and engagement doesn't take place in a vacuum. Studies have repeatedly confirmed that a bad manager is among the biggest factors for low engagement at work. Conversely, a manager who supports employee development and encourages upskilling can push the engagement needle in the right direction.

It's no surprise, therefore, that the manager's support makes a 43% variance to the effectiveness of coaching. Given that a coaching program can bring a staggering 5.5X ROI, this best practice is vital for ensuring participant engagement and positive results.



## 5 Make adaptability central to the coaching process

Remember, employee coaching isn't just about learning new actionable skills. It aids in overall development from both personal and professional aspects, making employees more adaptive to unexpected changes. This is exactly why coaching and employee engagement go hand-in-hand.

In a dynamic business climate where organizational change is a constant, employees could feel alienated and left out. According to **research**, employees who have undergone coaching feel more resilient in dealing with unexpected events, curbing the risk of disengagement.



## Bonus Tip: Don't Let Disengagement Hold Back Your Enterprise

Despite a push towards employee engagement and wellbeing, there's still a dissonance between how organizational leaders and their frontline employees perceive culture. For example, 2 out of 5 managers feel that their management is transparent, while only 22% of employees agree. Benefits like coaching can help address this gap, demonstrating the organization's investment in an employee's career.

This results in clear business benefits: greater productivity, stronger engagement, and less attrition. In a world where the average employee tenure is constantly shrinking and top talent becomes an invaluable asset, employee coaching is key to maintaining engagement in the near as well as the long-term.

### About AceUp

For companies who want to unleash the full potential of their emerging leaders, AceUp provides personalized executive coaching for employees at all levels of the organization. AceUp's intelligent technology platform provides a solution that is scalable, measurable and impactful. **LEARN MORE AT [ACEUP.COM](https://www.aceup.com)**