



Are you attractive?

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Defined as a

“Leading workplace that maximises the full potential of their workforce through practices that demonstrate effective employee recruitment, engagement and retention”


Australian Business 2018



What does it look like?

“ a well-managed, high-performing, industry leading organisation that provides a stimulating and supportive workplace”


With a culture of trust – a key driver of sustainable engagement, which drives performance.




Top 25 engaged companies benefit from:

- ▶ 18 per cent higher productivity
- ▶ 250 per cent revenue growth
- ▶ 12 per cent greater customer advocacy
- ▶ 50 per cent fewer sick days
- ▶ 87% less likely to leave organisation
- ▶ ...as compared with the lowest 25 per cent of engaged companies*.
 - ▶ Employee Engagement Task Force


Focus Areas

- ▶ Organisational Culture & Leadership;
 - ▶ Employee Education, Training & Development;
 - ▶ Employee Health, Safety & Satisfaction;
 - ▶ Performance Management;
 - ▶ Recognition & Remuneration.
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Satisfiers (Motivators)

- Role Clarity – know my role, how to do it well and
 - Recognition – know how well I am doing
 - Advancement & Opportunities to grow
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Satisfiers cont

- ▶ Ownership – sense of control over work
 - ▶ Training – develop competence in your role
 - ▶ Safety – processes, beliefs and behaviours
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Dissatisfiers (Hygiene)

- Pay – undervalued
 - Communications – not being informed
 - Values – not practiced
 - Relationship with Peers and Leaders
 - Work conditions
 - Leadership
 - Counterproductive systems
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