

# 3 Minute Read Digital Book

## Employee Engagement

J.O.B = Just Over Broke?

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Why employee engagement is rule 101 for ensuring a smoother road ahead for your business when it comes to people, skills, performance and culture.



As the author Robert Kiyosaki astutely, but troublingly observed –  
“a JOB can often mean = ‘Just Over Broke’”.

Too often, a job is a fragile arrangement - where an employee may do/give just enough to fulfil the basic requirements of the role – and an employer offers just enough to try and keep the worker in situ.

With nothing more than a J.O.B – there can be little or no discretionary effort; by way of - over and above engagement, application or commitment – in short, a transactional relationship – both ways, at best.

In a ‘normal’ job economy – disengaged employees are one of the main causes of attrition. However, in a super-heated labour market - characterised as follows:

- Post – JRS correction in the labour economy.
- 1.3 million less EU citizens in the UK economy since Brexit + introduction of the EU Settlement Scheme.
- 900k + new/open roles in the latest ONS snapshot.
- There has been a major pivot in the economy to manufacturing, R&D, engineering, STEM – export/balance of trade.
- Historical capital to labour bias reversed; the era of readily/easily available, low paid, low skilled (ultimately low productivity, low loyalty, high management burden) is coming to an end.
- UK one of the fastest recovering economies in the G8 + UK in traditional growth cycle.



**Worker sentiment: economists refer to attrition as ‘voluntary employee turnover’ .**

- 41% of workers responding to a recent Microsoft survey reported that they’re actively looking to leave their current role, many for a change in Direction.
- 38% of employees responding to Personio HR software survey claimed that they planned to leave within six months.

**Transforming jobs to vocational pathways to creating a community of stakeholders – the Holy Grail of employee engagement.**

Transcending the banal is easier than perhaps one might imagine. The key to transforming a run of the mill job to a more engaging and enabling vocation – is to imbue the role with more meaning and significance. In order to achieve this – first, it's essential that an employer understands the needs, wants and hopes of the workforce.

Survey after survey – businesses of all shapes and sizes and across all job types and skill ranges and cross-culturally the following consistently feature in the top motivators for candidates and employees:

- Feeling engaged, connected and involved.
- Clarity of purpose
- Recognition and reward
- Effective communication
- Healthy culture
- High quality leadership
- Access to learning and development
- An interesting and fulfilling role

Of course, you can't simply 'DO' engagement to someone – the other person/people in the equation have a role to play too.

We can however; provoke, encourage and nurture higher levels of commitment, loyalty and application - all of which fuels all that lovely engagement. The Holy Grail of engagement is to have effectively translated your business Vision and Mission - into a narrative that is both relatable and compelling - for those that (let's face it) who are ultimately tasked and trusted to deliver the results and objectives. And for this narrative to produce context and meaning to the business on a daily basis - everywhere and in every way.

### Reaching the Apex

Shareholders and executives are (or certainly ought to be!) unequivocal and crystal clear about their Vision (what), mission (why), needs, expectations, aspirations and strategy (how) for the business. It take only a small reframing exercise to interpret the vision through an alternative lens – to see from perspective of the wider business community.

Cubed Talent specialises in helping business conceive, develop and leverage the business Vision/Mission into a compelling Employer Value Proposition – to drive engagement and position businesses as destination employers in their sectors and markets.



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