How to Approach Employee Engagement in 2020

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Employee engagement is still a key challenge in 2020 for internal communication teams and the world's best class companies.

But what does employee engagement actually mean?
Employees that stay with a company longer?
Are more committed to their work? Get better results?

How about all of those things plus a few more? From supporting employee mental and physical health, to reward and recognition, ensuring continuous employee development and that everyone has what they need to be productive, employee engagement spans every area that affects every "people issue" in your company.

In this guide, we'll walk you through how to use digital signage screens to change the way you encourage, motivate and engage employees. Through five key chapters (plus a bonus checklist) we'll look at:

Employee engagement checklist

1   **Easy ways to lift data from HR systems you already use**

2   **How to manifest reward and recognition in a physical space**

3   **Improving access to learning and training**

4   **The carrot vs the stick: methods for engagement**

5   **10 easy ways to create more employee-driven content**

It's time to help your employees fall (back) in love with your company

We're here to help you do it

01

How to surface HR data

If you think about it, you already have a lot of HR data around staff, training and onboarding that could be used to power your employee engagement strategy. Yet much of this information is locked away in systems and not free-flowing where your staff already are.

Here are three examples of systems you might currently use:

- **Staff HR platform** - A system like Oracle or BambooHR that new employees are added to when they join your company. This contains all of your employee information but is rarely accessed outside of your HR team.

- **Feedback form system** - A tool such as Trakstar or Highfive where employees submit reviews, set objectives and gain feedback. Here, you might write down the big company goals but outside of the system? Those goals are lost.

- **Company intranet** - The place where company information lives, news is shared and where documents are stored. This is designed to keep your team informed and inspired with the latest company news - when they remember to look at it.

If you have any of these systems in place (or any other for that matter) then you have everything you need to begin surfacing important information to your employees.

Connecting information with screens

To engage employees, screens are a great method. In companies everywhere, inboxes are filling up fast and employees barely have time to read messages from customers, let alone messages from HR.

> " *At 3M we have lots of updates happening internally all of the time and it's very difficult for us to conduct a meeting every time to announce something. Every 3Mer has a high workload and we want to make sure that messages from our top executives or any internal updates happening within the company are well heard and available to all of our employees.*

Ranim Amin
Digital Marketing Leader, 3M

The solution? Screens.

Digital screens support a constant flow of information and are one of the only passive methods of communication available.

Screens can help focus teams on one piece of information or data, or lots of ever-changing content, depending on the information employees need. They can be easily managed by one person, a team or the entire company and they can be updated in a cost-effective and sustainable way.

Here are some of the ways to integrate the data you already have available in your HR systems with your digital screens:

Make your company ESN more visible

If you use an employee social network like Yammer, this likely holds the pulse of your company. For time-poor employees, getting to grips with everything in that channel can be difficult.

Surfacing your company intranet or ESN via screen, helps make the most important conversations, documents and events highly visible and they can be consumed while employees work, or while they grab a coffee.

Know your company

We're a remote team so when a new employee joins, it could be on the other side of the world. To help everyone stay in touch with who does what, and where, we created a simple Google Slides document taking the information we already had in our HR tool.

This tool, which could be added to or updated easily, helps us surface who is joining the team and their role to keep everyone engaged with their fellow staff members.
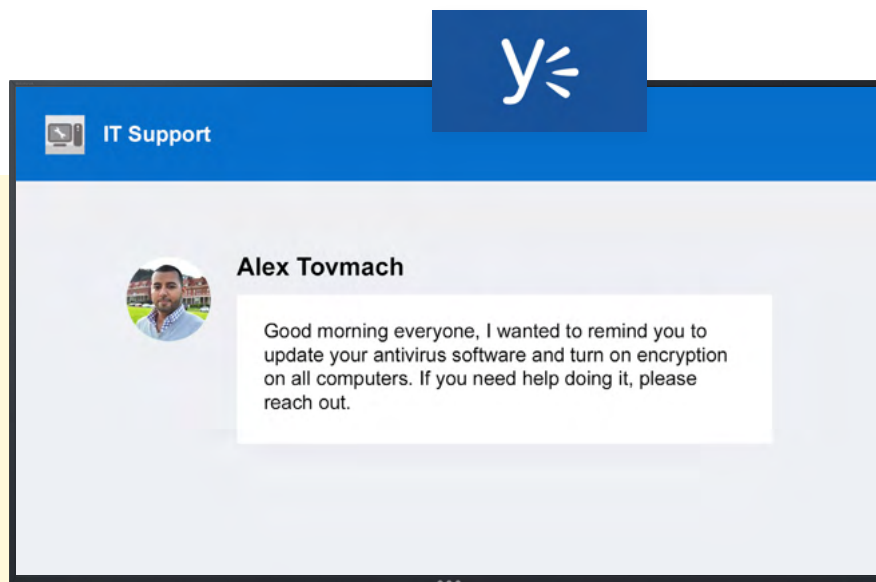

Yammer App

Data and metrics

If you already have metrics available, chances are there's a way to help put them on screen. We believe in skipping the step between manually pulling data and displaying it on screen, in favor of creating one automated process that pulls the important information, like statistics on company growth or revenue, and places them on screen.

A tool like Google Data Studio can do this for you easily. Having important data on the screens in your office creates an environment where useful information never gets siloed and where everyone is engaged in the business.

Top takeaways:

1. **It's much easier to lift data from systems you already have and turn this into engaging communications**

2. **Content can be automated, helping HR teams to connect with employees without it being a resource-drain**

3. **Publicly sharing information reduces silos and keeps employees updated with what's going on elsewhere**
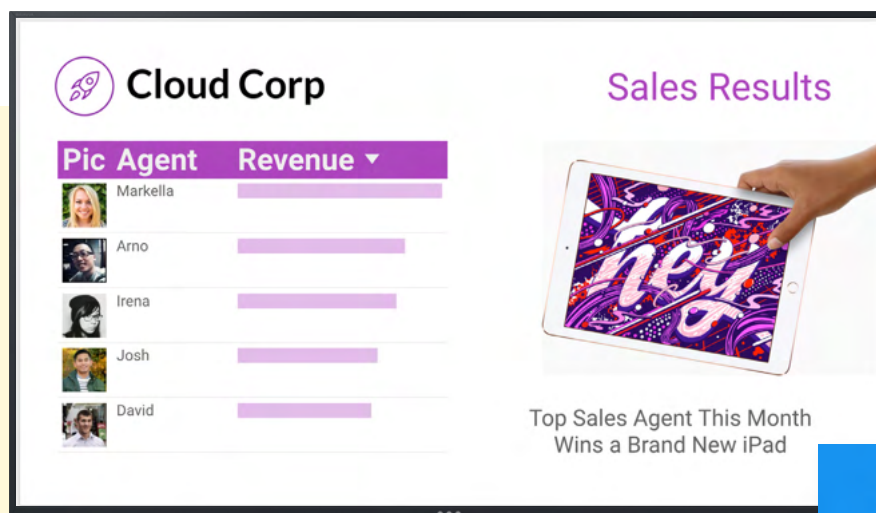
Embed App

02
Reward and recognition

"Good job" are two little words that go a long way to helping employees feel recognized. According to a study for the American Psychology Association, employees who feel valued by their employer are 60% more likely to be motivated to do their best by that company. The Japanese National Institute for Psychological Sciences has even found that the part of the brain that "lights up" while receiving cash is equally activated when receiving a compliment. The difference of course, is that the compliment costs nothing to give.

Benefits of using digital signage to activate employee reward and recognition include:

- **Highly visible** - The value of rewarding an employee publicly is much higher than when it occurs on private channels, and this in turn, motivates other employees.

- **A flat feedback system** - Allowing employees to praise each other (see example below) encourages peer-to-peer recognition, improving internal relationships.

- **Ease of setup** - Most praise and recognition lives in hidden, or complex personal development systems. Digital signage turns words into displays, in one simple action.

If you're looking to motivate your staff with reward and recognition, connecting your praise flow to digital screens is a great first step.
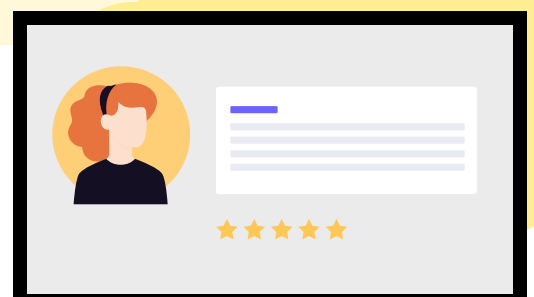
Sharing reward and recognition on screen

> *To bring recognition into your culture, it's important to make it as seamless as possible with the way your employees already work. This often means using multiple approaches to ensure visibility for all of your employees' work styles.*
>
> *Displaying recognition in shared spaces (e.g. break rooms, factory floors) can be especially helpful if you have employees who aren't working at computers all day. This is a great way to boost the visibility of recognition so that everyone knows about the great work being done across the team. It keeps recognition top of mind, so that team members are reminded and inspired to give recognition to their peers.*

Emily Ciavolino
Director of Sales, Bonusly

Here are some of the ways to integrate your reward and recognition systems with your digital screens:

Share employee praise

At ScreenCloud we have a channel on Slack called #praise where anyone can write a few lines to praise another member of the team. This praise not only gets shared on Slack, but by using Slack app, we also share that information in the office.

Seeing praise on screens, helps employees to feel recognized, and more engaged with what praise is being shared, and why.

Show company dashboards

If you use a customer support system like Zendesk, it's easy to integrate the information that's readily available with a simple dashboard or data visualization tool. In the ScreenCloud office we share a customer support dashboard that looks at information such as:

- Number of tickets solved per agent
- Ticket volume
- First reply time
- Customer satisfaction rating by agent
- Staff praise from customers

This helps to create a leaderboard of customer service agents, and allows everyone to see their success visually.

Motivate towards results

As well as sharing visual praise, the "reward" element of reward and recognition programs often goes forgotten. An app like Countdown Timer could help you to visualize how far employees are away from a reward, like a company trip, a day-off or a bonus at the end of the financial quarter.

You could also create a Google Slides template for a staff leaderboard, or incentive scheme outline, to share visually within your office. In many offices, leaderboards are created using a whiteboard and pen. Each time an employee moves, effort is made to wipe-out, and rewrite, everyone's position. With digital methods, changing leaderboards is easier and in some cases, automated.

Top takeaways:

1. **Sharing praise more visually has a higher reward value and provides incentive for staff**

2. **Leaderboard systems don't have to be complex, pulling data from existing systems or creating a Google Slides document makes reward content more accessible**

3. **Allowing employees to praise other staff members increases feedback cycles**
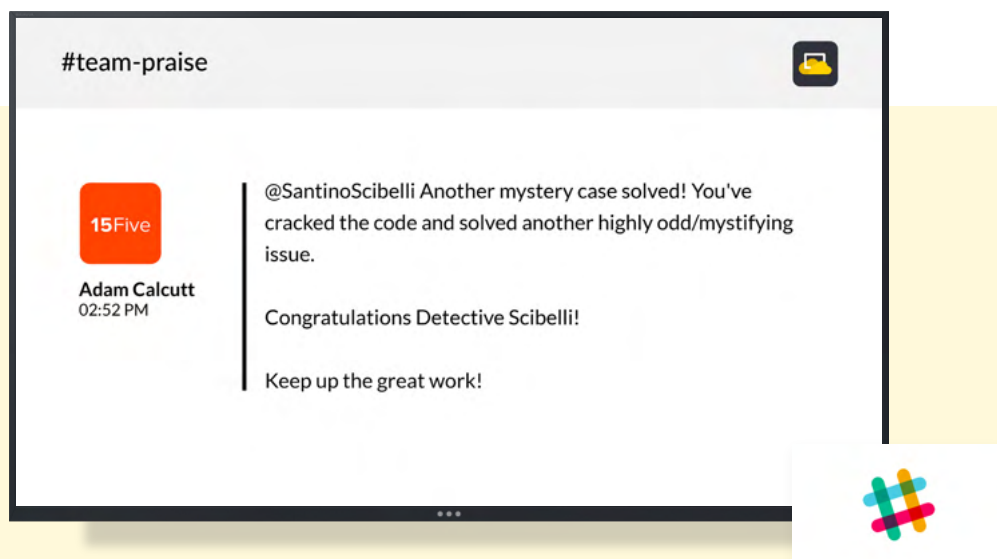
Slack App

03
Learning and training

Even when training resources are available to staff, they can be hidden in folders and only surfaced when an employee goes there with intent. Which makes us question: how can organizations improve access to the learning and training materials it already has? Here are some examples of learning and training opportunities you may want to share with employees:

- **Educational content** - from employee handbooks, to procedures manuals and training videos, how engaged are your employees with the educational content you're spending time and money creating?

- **Internal information sharing** - within fast-moving industries such as retail, promotions and offers can change at a rapid pace. Communicating changing information regularly, and without huge cost, can be really difficult.

- **Employee investment** - in a Gallup report on How Millennials Want To Work and Live, 59% say opportunities to learn and grow are extremely important to them when applying for a job. Ensuring you have an employee investment programme, and that the programme is made visible and easily accessible, is a challenge.

If you're looking to improve the learning and training development of staff, make training opportunities more visible and help employees to improve their skills on a daily basis, digital signage could help.
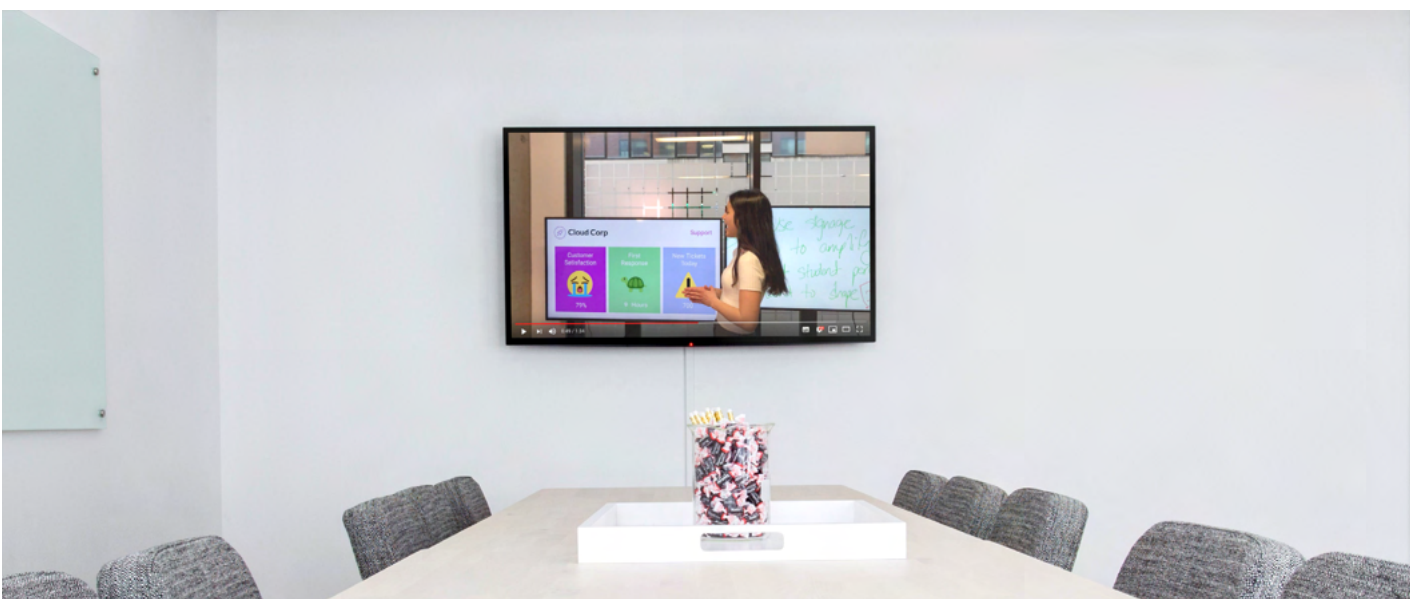
Sharing training and learning opportunities using screens

Granger, a trash removal service in the USA, has four different locations and more than 100 employees who spend limited amounts of time within the office base. Previously, drivers would see safety videos and training only within one-off safety meetings.

After employing digital signage, Granger now has five screens displaying essential training content during the first half an hour of each day, while drivers are on site, to improve safety and communication.

> "
>
> *Particularly at the beginning of the day, it helps our drivers who will then leave the property to see the content. That first half an hour at the start of their day is the most important to make sure we can get any messages across.*
>
> *We usually limit our content to play for a week at the most, as we try to keep everything fresh and this will revolve for a few hours. This is to ensure our team don't lose interest.*
>
> **Josh Kindy**
> Training and Development Specialist, Granger

Most companies have training content, or learning opportunities available. They just aren't being visualized and placed where employees are most likely to see and engage with them.

Here are some of the ways to integrate your training and development programmes with your digital screens:

Promote training and development programmes

If you offer any employee development programmes, from course credits on a site like Udemy, through to a personal training budget each year, make these visible by advertising them on your screens.

A simple tool like Google Slides (and our free Google Slides templates) will help you to set up training offers which look attractive to staff members. Even if they don't invest the time in the training, at least they'll know it's available.

You could also use the same method to create a "hall of fame" for staff members who have completed training, or are at the top of your training leaderboards.

Train staff using screens

If you have information or sales promotions that change regularly, use screens to communicate this to staff. Inboxes fill up far too quickly for staff members to take in what's being said, especially on items that change weekly, or even daily.

Screens are naturally visual and passively radiate information that gets absorbed while teams work, or during ambient time like breaks and lunch hours.

Placed in key positions, like break rooms, staff meeting areas or offices, screens provide training while staff rest or work, that might otherwise get missed.

Visual learning

If you have any visual learning documents, like slide decks, video content or graphics, these are great assets to share on screen.

For written documents like employee handbooks, messages can be broken down into company announcements, or created using a tool such as Google Slides, or our in-app tool called Canvas. This not only provides information in bite-sized chunks, but also helps teams to think about the most important aspects.

Top takeaways:

1   Screens help make staff training easier and reinforce important messaging around health and safety or company guidelines

2   Visual training aids such as videos, or presentations, can be shown on-screen in a few simple clicks

3   Screens can be used to promote training opportunities, highlighting investment in staff


Canvas App

04

Employee engagement methods

When it comes to engaging employees, HR departments are often torn between the carrot and the stick method. While financial incentives like bonuses and share schemes may motivate sales teams into closing deals, what about when it comes to motivating employees to fill in evaluation forms? Or complete training modules?

Similarly, in companies (like startups) where financial rewards may be limited, teams must come up with other ways to motivate and engage staff.
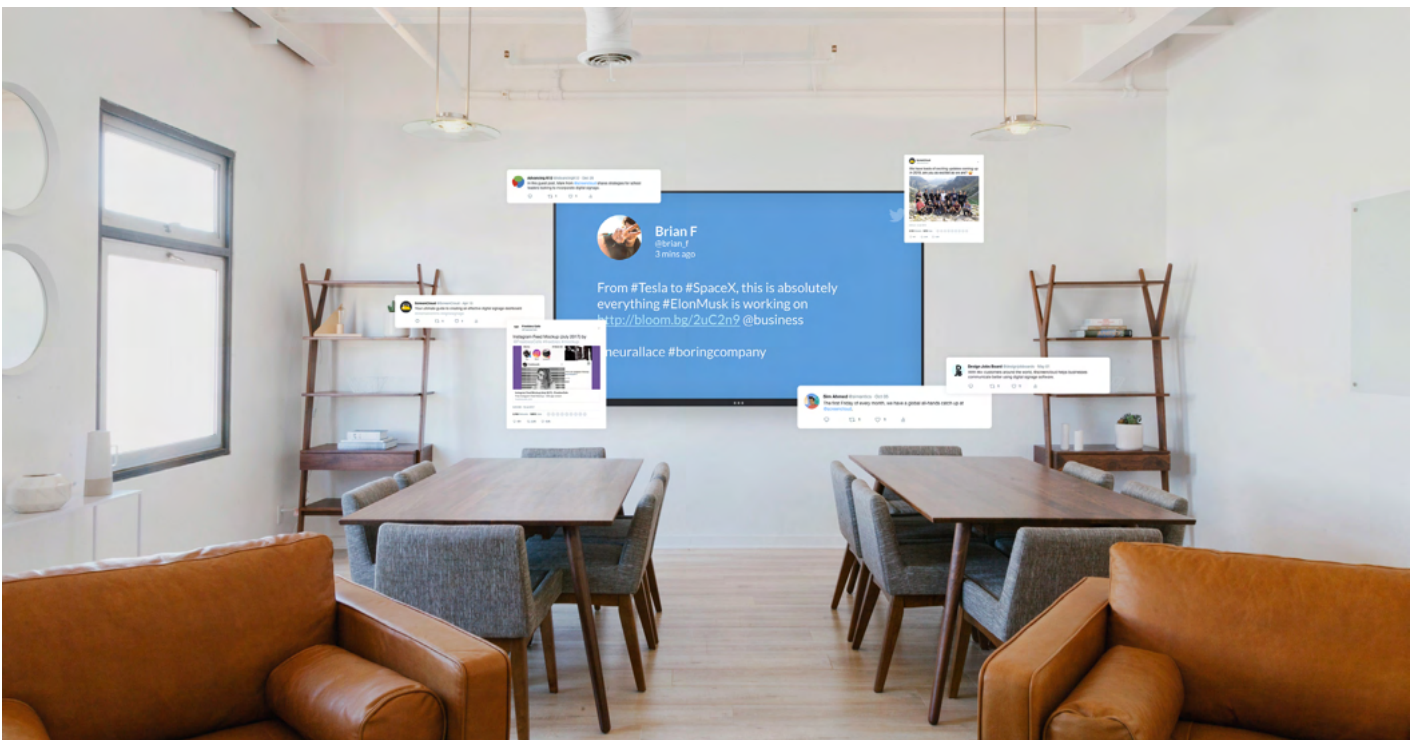

At the same time, a growing number of employees feel as though they are not receiving rewards equal to the things that matter most to their working lives. For example, only 19% of millennials say they receive routine feedback, yet this is one of the top three factors they rate as important in a job.

Another consideration is that digital screens are highly visual and can be viewed by anyone, from employees, to housekeeping staff and even visiting customers or investors. As a result, motivating staff while removing potentially demotivating information, like low sales figures or performance rates, is a key consideration.

Some of the positive reinforcements methods that could be used may include:

- **Nudges** - anonymous nudges such as countdowns to feedback submission deadlines are one way to engage staff with tasks that need completing, without the "name and shame" aspect. For example, connecting data from a 360-degree performance feedback tool and using it to share a screen message such as "80% of the team have already filled out feedback forms – have you?" will prompt and remind rather than berate.

- **Gamification** - gamification is a system that has been used by organizations like Deloitte and startups like Autodesk, to engage employees and make learning, working or selling more fun. Leaderboards and setups that show the progress bar or percentage of completions helps to push staff to act.

- **Countdowns** - we all know how easy it is to ignore the fifth reminder email that gets sent about completing a personal development review, or booking a 1-2-1. Creating this deadline as a countdown on screen helps to bypass the "I didn't see it" mentality, so that everyone is motivated to complete the tasks assigned to them.
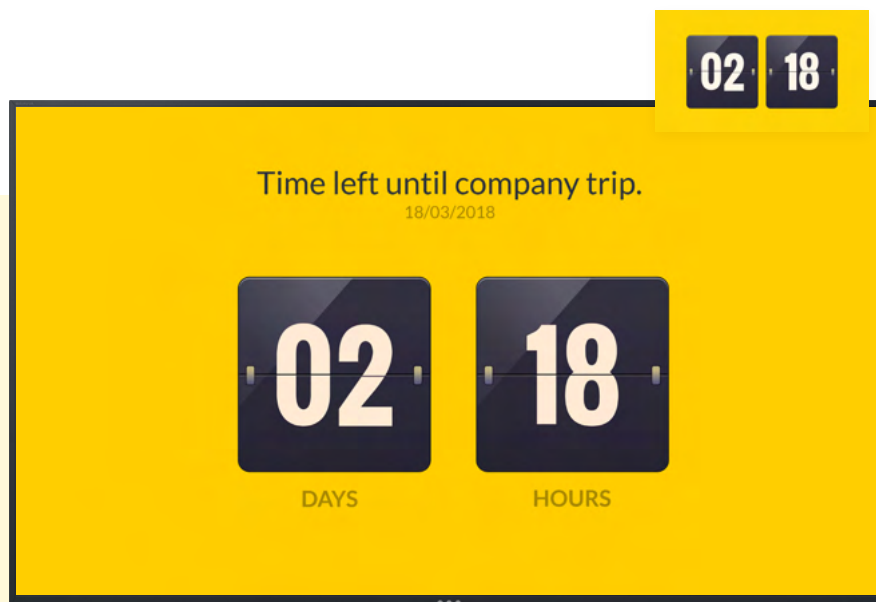

Countdown Timer App

Reducing the "stick" effect

In order to ensure digital screens are a positive reinforcer of behavior and not a name and shame public square, it's important to reduce any involuntary effects.

> *Every single trainer wants to deliver content that helps their employees or trainees to learn and develop. But without feedback from your audience, it's hard to say what exactly they are struggling with. You have to rely on your experience, background research or intuition. Getting ongoing feedback on my sessions is helping me understand the needs of my audience and meet their expectations.*

Zuzana Bozikova
Head of Education, Slido
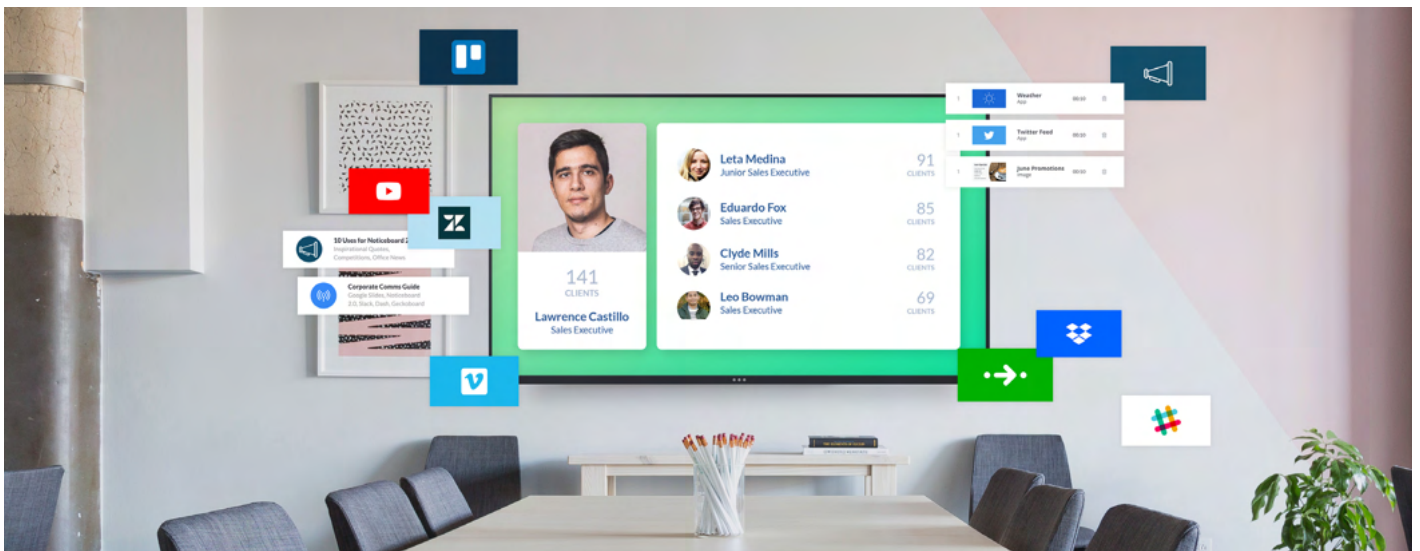
Some of the ways you can increase the carrot and reduce the stick include:

Keep things fun

Company announcements, completion rates and dashboards should all be made fun where possible. This could mean filtering gaming boards to only show the top three (rather than the last seven), making company reminders humorous and asking staff to become involved with what gets seen.

Automate live results

There's nothing more motivating than getting a big sale over the line, then having to wait two weeks for the screen stats to reflect this. Where possible, create automated updates to your screen so that when a new sale is completed, or a figure is increased, this gets displayed without someone having to manually remember to change the screen.

If in doubt, shut it out

To ensure screens are the ultimate employee engagement tool, have a filtering or approval system in place to check what gets shown. If in doubt about whether a message might offend someone, or make someone feel bad, don't show it. You could also seek employee feedback on whether the screen content is positive, using a simple tool like Typeform.

Top takeaways:

1   **Use gamification, nudges and anonymity to encourage and persuade staff to complete tasks or improve performance**

2   **Automate data wherever possible so that screens reflect real time information**

3   **Keep all screen communications positive and gauge employee response using feedback loops**

05
Employee-driven content

Now that you understand using screens to increase employee engagement and why systems like gamification, learning and training and HR information work, let's look at some of the ways you can easily create content for your employees.

Birthday announcements

Remember how great it felt when everyone in the office remembered your birthday? At the beginning of the year set up one template that can be repurposed for every member of your team to wish them a happy birthday. Schedule this content to show up on the right dates and just remember - new staff members need to get added too.

Work anniversaries

In our HR tool at ScreenCloud we get to see work anniversaries of when our team members have been with the company for one year or more. By adding this information to our Google Calendar, we're able to show a week or monthly view that celebrates the anniversaries of our company.
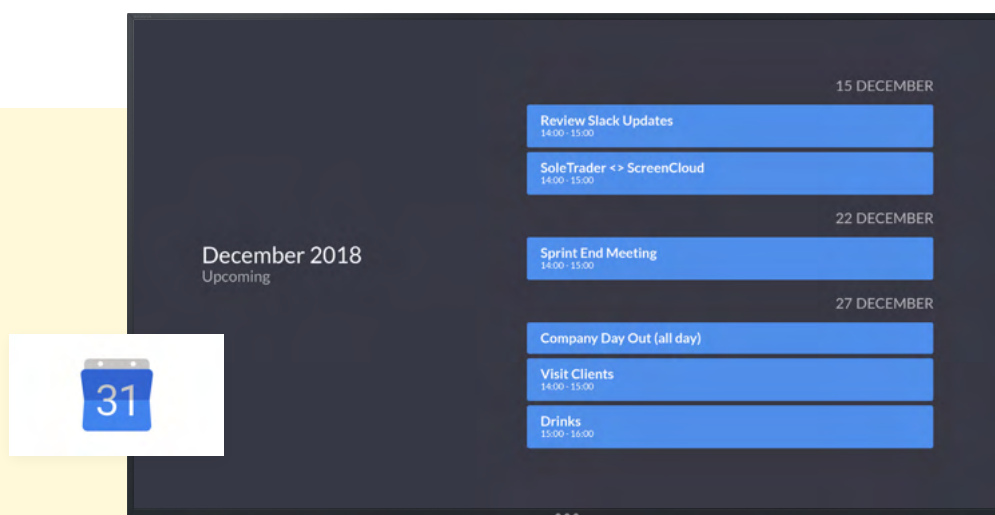

Google Calendar App

Company event countdown

Any exciting event can be made into more of an occasion by creating a company event countdown using Countdown Timer. We even counted down to our new Designer Sergio arriving, so anticipated was his joining of the team!

Employee spotlight profile

Using Google Slides and employee interviews, or even information you already store in HR systems, or on channels such as LinkedIn, you can create employee spotlight profiles. This helps distributed teams to learn what makes their co-workers click and helps everyone to feel more engaged with the people behind the Slack avatars.

Meet the team overview

A simple template we use to show who works under what team, is a Google Slides "Meet the Team" template. Here, we add photos, titles, locations and nationalities for all of our team members. For new joiners this helps to share who works where and with whom.
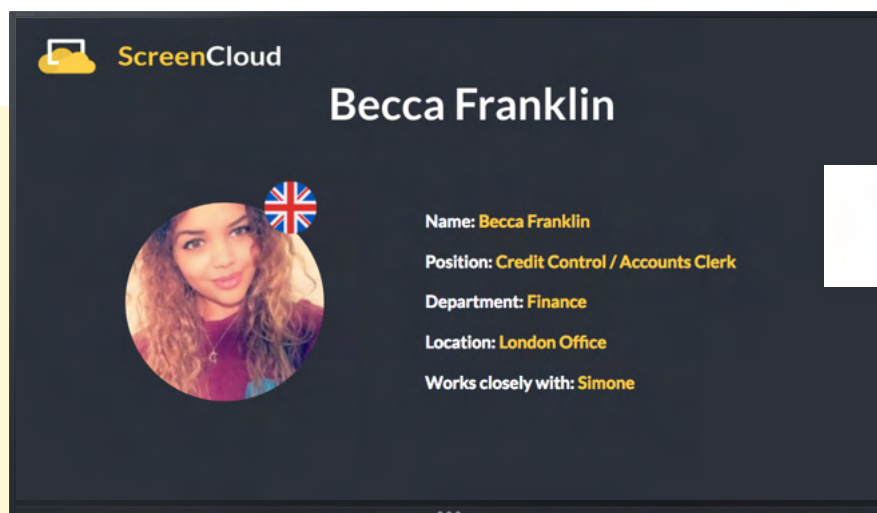
Google Slides App

Office rules

As one startup consultant told us:

> " *Within a new startup it's culture-first. To help shape the future we've come up with a series of 'office rules' which look at different ways of working. Such as specific areas of an office that will act like a library, for head down work and quiet spaces, and creative zones for design, UX, UI and marketing to collaborate and discuss. We're also working on times of emails and ensuring people don't get into the habit of emailing late and expecting replies. That's coming down to core hours of the office and respect boundaries.*

Screen noticeboards are a simple and effective way to share these "office rules" and to help reinforce them so that over time, they become embedded in the culture.

Company gallery

Particularly within a remote team, it's easy to forget about other employees or to enter into an "us vs them" mindset. One of the ways we combat this at ScreenCloud is by using Dropbox Gallery to connect a core company gallery to our screens.

This is a simple folder in Dropbox that contains photos of Christmas parties, company events and pretty much anything that's been shared in Slack.

More importantly, any team member can choose to share new photos by simply adding them to the Dropbox folder, and they'll automatically appear on screen.
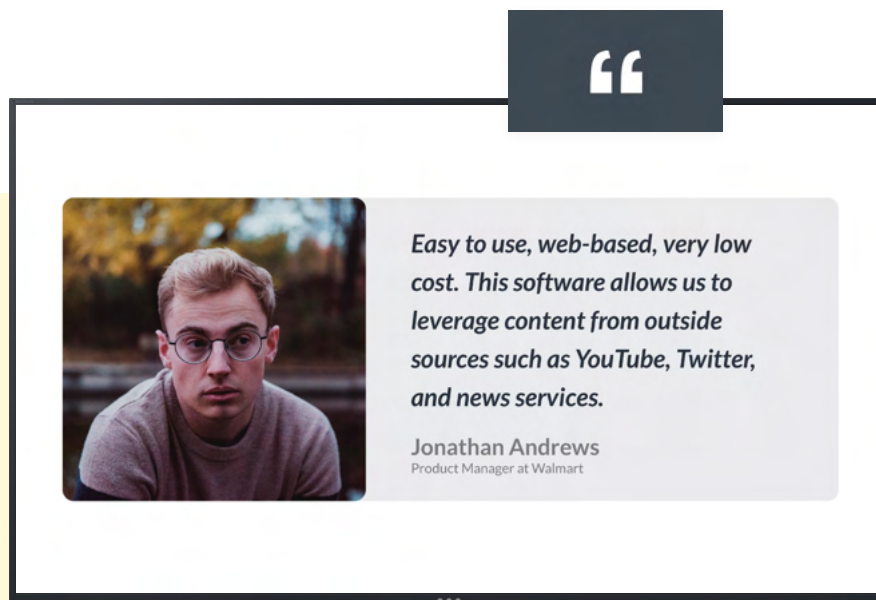
Training videos

If you have training videos on YouTube you can easily add them to your screens using the YouTube app. If your videos aren't published privately, they can be uploaded as video files, or via a system like OneDrive or Dropbox for ease of publishing.

Quotes

Using Quote app you can use a simple spreadsheet to transfer quotes from either your staff members, your CEO or your customers, to a visual display on screen. Quotes are snackable content that can be read easily and absorbed, great for filling ambient space or to lighten up the screen load between figures and dashboards.

Company messaging

If you use Yammer or Slack to communicate within teams you can easily share those messages throughout the company using Yammer and Slack apps. Quick hack: we often use Slack app to share information that we want our employees to be able to publish on screen. For example, adding peer-to-peer #praise to automate this appearing on screen every time it's published.

Easy to use, web-based, very low cost. This software allows us to leverage content from outside sources such as YouTube, Twitter, and news services.

Jonathan Andrews
Product Manager at Walmart

Quote App

Your Employee Engagement Checklist

Before you get started:

- ✓ Make a list of your current systems that contain employee information
- ✓ Choose which HR information is relevant and can be shown on screen
- ✓ Improving access to learning and training
- ✓ Check for information sensitivity
- ✓ See where content can be automated - are there apps for your programs?

Questions to ask:

- ✓ What information will motivate employees?
- ✓ What information might be potentially demotivating?
- ✓ Is this information relevant to all employees?
- ✓ What is the benefit of seeing this information on a screen?
- ✓ What is the benefit of seeing this information on a screen?
- ✓ How much time/effort will this take to update regularly?

When creating content:

- ✓ Integrate employee praise with your screens
- ✓ Show company dashboards for your support function
- ✓ Create visual reminders of rewards, like countdowns
- ✓ Share training materials on screen
- ✓ Create Google Slides documents to promote staff learning
- ✓ Use visual documents like images, videos or presentations

When engaging employees further:

- ✓ Remind staff about tasks to complete using nudges
- ✓ Integrate gamification
- ✓ Share birthday announcements and work anniversaries
- ✓ Create company event countdowns
- ✓ Share employee spotlight profiles
- ✓ Use noticeboards to share office rules
- ✓ Easily upload a company gallery using Dropbox
- ✓ Create customer or staff quotes easily

Your way to better employee engagement

Thank you reading and congratulations on being the pioneer in your organization of using screens for better employee engagement.

For other ways of getting in touch, check out our channels below:

screencloud.com
@screencloud
hello@screencloud.com

Start your free trial of ScreenCloud now
screencloud.com/getstarted