

# Employee Engagement

Staff Presenter: Eric Oscarson, Deputy City Manager

March 18, 2024

# City of Burleson Mission Statement

“ To provide exceptional, people-focused municipal services and to plan and invest in the future in a financially responsible and innovative manner through a **high-performing city team** and in a partnership with our Burleson community”




# City Manager's Goals

- One of the City Manager's Office goals for this year and beyond is for continuous improvement to the organizational culture and improved morale of all city employees.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

A hand holding a yellow star, with the text 'The 5 Cs of Employee Engagement' overlaid in white outline font.

# The 5 Cs of Employee Engagement

Care

Connect

Coach

Contribute

Congratulate

Source: [Gratifi.com](https://www.gratifi.com)

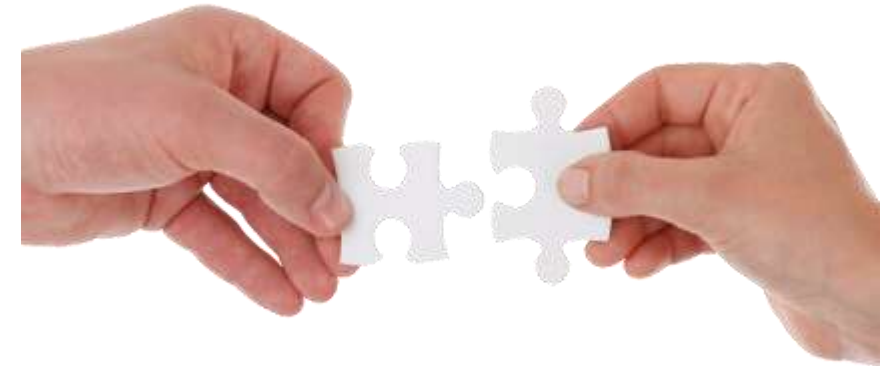
# The 5 Cs of Employee Engagement: Care

- In the pursuit of caring for employees, it's important to understand the individual needs and desires of employees. By tailoring support and benefits to meet these needs, organizations can create a more engaged workforce. Caring can manifest in various ways, such as providing flexible work arrangements, mental health support, and recognition of work-life balance.
  - According to a Gallup poll, a staggering 48% of employees are actively disengaged when they don't feel cared for by their employers.
  - This not only affects their work but also leads to what is known as "quiet quitting." Employees may physically be present but mentally checked out.



# The 5 Cs of Employee Engagement: Connect

- Connect emphasizes the importance of building strong relationships within the workplace. To improve employee engagement, organizations should encourage open communication and provide opportunities for employees to interact and collaborate. Collaboration technology has a key role in bridging this gap, be it in the form of virtual chat groups, events, or a social wall for all employees exclusive to the organization.
  - According to a Gallup poll, employees who have a best friend at work are seven times more likely to be engaged.
  - Harvard Business Review outlines the 12 elements of emotional intelligence that include “empathy,” as a key trait for establishing connections.



# The 5 Cs of Employee Engagement: Coach

- Coaching plays a significant role in helping employees reach their full potential. Coaching can be a powerful tool for retaining and developing talent. When employees receive guidance and support to develop their skills and careers, they are more likely to be engaged and committed to the organization.
- By investing in coaching and mentorship through 360-degree feedback and employee recognition, businesses can nurture their employees' growth and help them realize their potential. This leads to higher job satisfaction and loyalty, ultimately driving employee engagement.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

# The 5 Cs of Employee Engagement: Contribute

- Employees want to feel that their work is meaningful and contributes to a larger purpose. Employees are increasingly seeking personal value and meaning in their work. Therefore, connecting performance to the larger organizational mission and goals is essential to make employees feel like their contributions are valued.
- Encouraging employees to actively contribute to the company's goals can also help increase engagement while satisfying the innate human need of employees to contribute to a larger purpose.





# The 5 Cs of Employee Engagement: Congratulate

- By creating a culture of recognition and celebrating achievements, employers can motivate their workforce and make employees feel valued. This boosts morale and creates a positive work environment, resulting in higher engagement levels.
  - According to McKinsey, an astounding 87% of companies reported that they were struggling to attract and retain employees.
  - In addition, a survey by Glassdoor has shown that 53% of people would stay longer at their company if they felt appreciated by their boss.



# City of Burleson Engagement

# City Engagement: Today

- Flexible & Alternative Work Schedules
- Remote Work Opportunities
- Employee Assistance Program
- Expanded Wellness Program to include Volunteer Hours
- Employee Events
  - Food Trucks
  - Public Service Appreciation
  - Health and Wellness Expo
  - Fall Festival
  - Holiday Lunch
- Pickleball/Basketball Lunches
- Mentorship Program (newly implemented)
- Internship Program
- Employee Event Committee
- Employee Benefits Committee
- Meritorious Service Letters
- Service Awards
- Employee of the Quarter/Year

# City Engagement: Planned

- Employee Assistance Program geared toward first responders
- Employee Events
  - Golf Outing
  - Employee/Family Picnic
  - Sporting Events
- Internal Social Network
- Increased Training/Leadership Programs
- New Hire Meet and Greets  
Leadership Ride Alongs
- Expanded Mentorship Program
- Succession Planning
- Implement permanent internship program
- 360 Review Process
- Weekly Report Recognitions
- Lapel pins for on the spot & other recognitions

# Next Steps

- Begin implementation of new initiatives over the next year
- Utilize existing wellness funding
- Supplemental Budget Requests as needed to support engagement activities
- Continuous feedback from staff and continuous improvement

# Questions Comments

Eric Oscarson  
Deputy City Manager  
[eoscarson@burlesontx.com](mailto:eoscarson@burlesontx.com)  
817-426-9837