



> Communication to inspire employees.

At Leversedge, communication is at the core of everything we do, so it makes sense for us to believe that it's the key to a successful company, too! We also believe that the heart of great communication lies with engaged employees – people who are enjoying their job will find it much easier to connect with each other as a team. So to help you find new ways of engaging your employees, we've put together a few methods and strategies that inspire and support people to becoming more involved in their work.

A sense of purpose

People are the essence of every organisation, so it is only reasonable that they are fully informed about the goals and purposes – the heart – of the brand they work for. By having a clear vision and sharing that vision at every opportunity, you will shape employees that truly understand what their business is about. And when it is fully understood, it can be engaged with in a much more meaningful and productive way.

Encouraging feedback about how this vision is communicated allows the opportunity for the communication process as a whole to be improved and strengthened, while involving employees directly in thinking about how they impact the business as individuals. By understanding their contribution in clear terms, it becomes easier for employees to engage in meaningful ways, unlocking even more potential within your business for growth and unity.

Once you've had feedback from your employees, you should think about creating a clear set of organisational values that you and other managers and directors can communicate effectively throughout the company. When everyone in a position of authority upholds the same values, that harmony will flow into the day-to-day workplace, encouraging and inspiring employees.

Everyone needs support

People thrive much better in an environment where they feel supported, encouraging more collaboration and teamwork within the office. One way to promote a positive atmosphere is by offering employees a way to get involved with the company; you could try sharing the business plan or embedding cross-function teams to help people feel more connected and involved in the organisation.

Another effective way of making sure your employees feel supported is by helping to look after their well-being. According to the Investors in People Well-being at Work Poll, conducted in 2014, 80% of people said they would feel more positive towards their employer if they were offered better health and well-being benefits. This doesn't just mean a discount to the local gym; try offering outside-the-box solutions like setting up social clubs. These won't just improve well-being either, they'll also promote a stronger team atmosphere within the office!

To keep the support going within office hours, encouraging the development of skills is a great way to keep employees interested, as well as making them feel more enthusiastic about job possibilities – it will inspire them to try new ideas, benefitting the business in the process. Little things make a big difference too, for example, advertising positions internally in the first instance creates a strong atmosphere of encouragement, and stops people getting bored or stuck in their roles.

Lead to inspire

If you want people to be inspired by your vision, you need to lead the way and become someone who inspires, promoting creativity and trust. The first step

towards achieving this goal is to look inward; ask yourself, 'What impact do I have on others?' In thinking about how your actions impact your employees, you also open the door to thinking about how you'd like to be perceived, and what you can do to make that happen.

Leaders at every level should also be constantly working on building constructive relationships with team members, working with their teams to create a happier, more engaging work environment. You've also got to believe in what you're saying; let your energy and passion spark others' ideas and engagement to build a truly dynamic atmosphere.

One easy way to become a more approachable leader is by organising a few group lunches for your team, where you can use the time to get to know individuals as people outside of work. By listening to their opinions outside the office, you'll encourage others to listen to what you have to say as well.

And finally, don't forget to give credit where credit's due! When you celebrate individual and team successes, either big or small, you'll inspire them on towards even bigger success in the future, and make them feel like valued members of the company. All of this goes towards promoting a greater involvement in the company, and helps your employees to get engaged with something they really care about.

Hopefully you've found these tips helpful, and now you know how to begin getting your employees inspired and engaged; there's never been a better time to go out there and get started!

If you're looking for a communication solution, take advantage of the [Leversedge Health Check](#) – a free consultation at your business that will identify key areas to improve communication, safety and response.