

Employee Engagement Report 2020

COVID-19 EDITION

Presented by



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Introduction

In uncertain times, where the survival of thousands of businesses isn't guaranteed, even the smallest insights can go a long way — especially when it's about something that drives employee productivity and retention.

We created this report with the sole purpose of helping business leaders navigate the uncharted waters we all find ourselves in today.

By following these steps, you can create a more engaging and productive team during the COVID-19 pandemic — and get better business results because of it.



Keep reading this report to uncover actionable insights you need to take employee engagement to the next level no matter what position you're in:

The C-Level Suite:

As the key decision-makers, you will take better-informed, data-driven steps regarding employee engagement and make a larger impact across the board. An executive informed by this report will be able to create a better employee engagement strategy — one that's focused on the engagement-related areas that need to be prioritized in their organization, such as culture, manager-employee relationships, and level of recognition, among other things.

Mid-Level Management:

Since middle managers usually have many day-to-day interactions with their employees, they'll leverage the insights from this report to pinpoint the hidden culprits bringing down employee happiness in their organization and help create and execute a well-defined employee engagement plan. By understanding the roles they play in this context — such as setting positive examples, enabling their employees to pave career paths, rewarding and recognizing deserving team members, providing and receiving feedback, and more — they can increase employee retention, boost happiness, and send productivity skyrocketing.

Employee Engagement, Culture, and HR Pros:

This report is geared toward anyone who wants to expand their knowledge with the latest insights about employee engagement and happiness. This includes business consultants, HR journal writers, bloggers, and analysts who need insightful data regarding employee engagement trends to shape and support their arguments, reports, articles, and other relevant content assets. They'll walk away with a new perspective on some critical elements of employee engagement — like happiness and recognition, to name a few — and understand the nuances of engaging a team.



The Powerful Takeaways You Will Learn in This Report

At the forefront of the employee feedback revolution, TINYpulse has helped hundreds of businesses improve employee engagement over the years.

Each year, we compile and share the most recent and relevant information from our database.

The insights for this report were collected between January and December 2019 across 18 different industries, with companies ranging from fewer than 10 employees to more than 10,000 employees — and based in North America, Europe, Asia, and Australia.

We created this report with the intent to help business leaders unlock the full potential of their workforces.

Here's how reading it will be beneficial:



You'll equip yourself with better knowledge about what drives employee happiness and how that data varies from industry to industry.



You'll be able to compare industry benchmarks, see where you stand, and take the appropriate steps to improve employee engagement.



You'll get in-depth insights about how employees feel about COVID-19, how it has impacted their day-to-day coordination, and how they're adjusting to the new normal. You can then leverage that information to take appropriate steps to keep them engaged during the pandemic (e.g., by improving communication, providing them with the tools they need to do their jobs, and whatever else it takes).

The Key Findings

01

The Most Underrated Driver of Employee Happiness

Employees who feel valued at work tend to be happier, and it clearly reflects in industries where they receive ample recognition from their peers.

02

Clear Career Paths for Happiness and Retention

Employees who have clarity on their career pathing and opportunities for promotions tend to be happier — which, in turn, can increase retention.

03

Let's Face It: Money Can No Longer Buy Loyalty But This Can

Employees who are happier are less likely to leave their organizations, even when offered a 10% raise in salary elsewhere.

04

The Secret Sauce for Employee Engagement in the Era of COVID-19 When You're In Charge



The Most Underrated Driver of Employee Happiness

If your employees aren't receiving recognition from their peers and supervisors, engagement levels are bound to take a dip. It's that simple.

Time and time again, employee recognition has been viewed as a promising catalyst for engagement, happiness, and loyalty.

For our 2020 report, respondents were asked how valued they felt at work — a factor that cannot exist without recognition. We then asked them to rate their happiness levels. In both questions, a scale of 1 to 10 was used.

The more valued
employees FEEL
at work, the
happier they are.



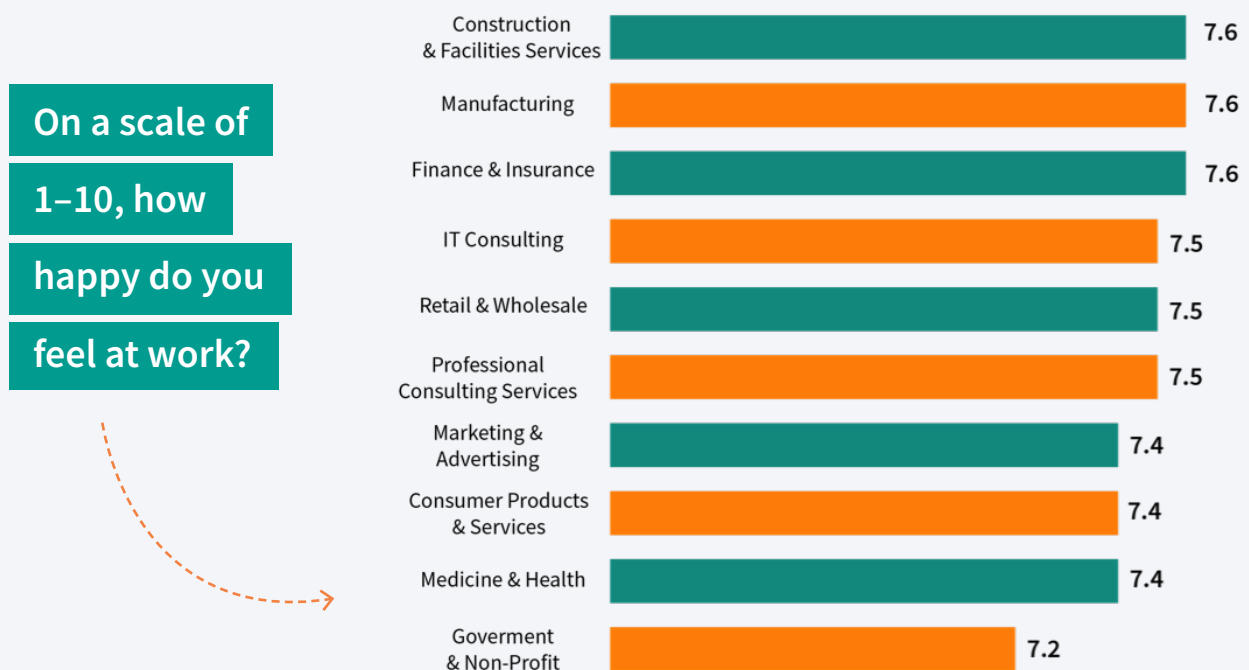
In light of the strong correlation between happiness and the perception of being valued, the average modern company needs to put a lot of effort in this area.

The general lack of recognition across all industries presents a golden opportunity for employers to capitalize on their competitors' lack of attention to the area by creating frameworks that make their employees feel valued, and thus, happier.

Employee Happiness and Recognition by Industry

Happiness is subjective. But that doesn't mean it can't be measured. When employees are happier, the organization enjoys:

- Increased productivity
- Higher retention
- A positive workplace culture



Now it's time to run your own happiness survey.

Ask your employees to rate their happiness levels and compare the results with your industry's benchmark.

Trust us: It takes a lot more than pizza vouchers and free coffee to increase happiness levels.

Managers need to apply a more hands-on approach to happiness, which requires collecting and digging into real data collected from employees.



Here is a step-by-step breakdown of what you should do:

1 Ask Your Employees:

Avoid making assumptions about why your employees aren't as happy as others in your industry. Instead, talk to them about it and ask them what the company could do differently to plant the seeds for change.

2 Act on It:

Once you pinpoint the culprit(s) lowering morale and happiness in your organization (be it a lack of communication, recognition, or just a problematic culture), do whatever you can to fix the problem from the root.

3 Monitor the Trends and Share Feedback:

Last but not least, keep monitoring the trends and close the feedback loop by sharing whatever actions you took to overcome the issues bringing happiness levels down (and the results of doing so) with your employees.



How to Recognize Your Employees

Despite being so important, it seems like employee recognition is becoming rarer than gold.

Do you feel
valued at
work?



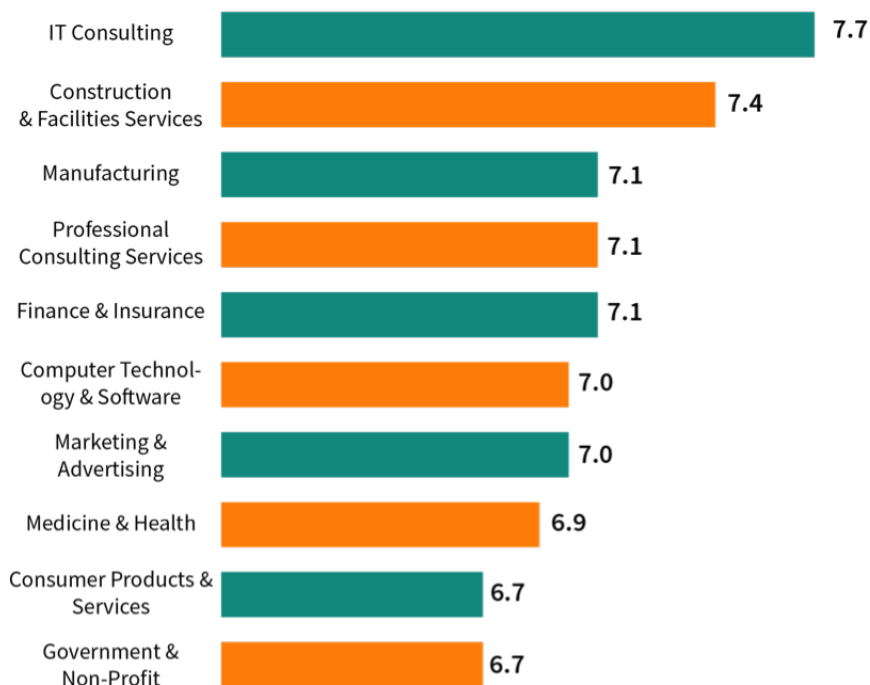
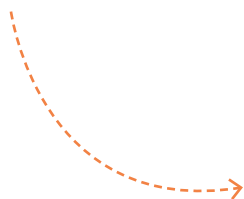
But wait, there's more!

Only 1 in 3 employees
felt that they were well-
recognized for going above
and beyond the call of duty.



Like happiness levels, recognition levels also vary from industry to industry.

On a scale of 1–10,
how well are you
recognized when
you do great work?



Recognition doesn't necessarily have to come from the top (i.e., the supervisors). Acknowledgment from fellow coworkers can also go a long way toward impacting the culture and the business' bottom line. In fact, 41% of companies with active peer-to-peer programs experience a positive increase in customer satisfaction.



A Bigger Org Doesn't Always Mean More Recognition

In fact, it's usually the opposite. Generally speaking, the smaller the organization, the better the employees tend to get along.

That's because a small company is like a tight-knit group where it's easier to acknowledge your peers.

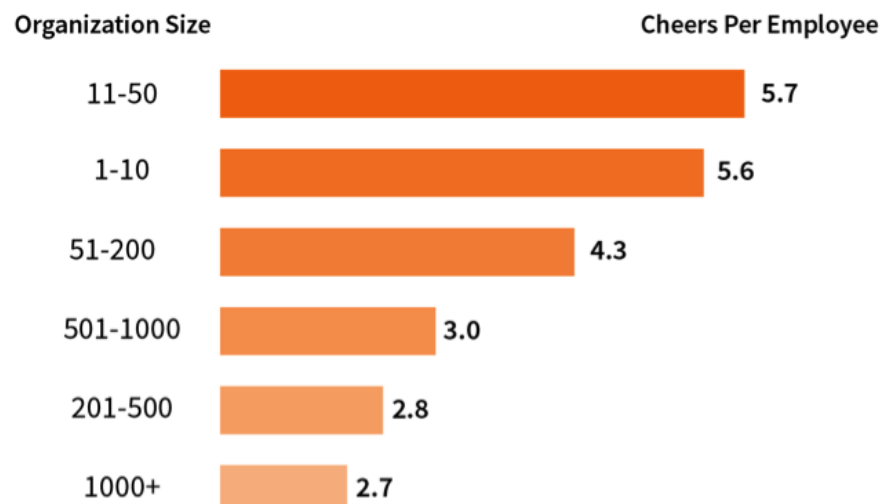
We looked at the Cheers received by our respondents and split according to organization size.



These are the groups:

- 5 to 10 employees
- 11 to 50 employees
- 51 to 200 employees
- 201 to 500 employees
- 501 to 1,000 employees
- 1,001+ employees

The smaller the organization, the more recognition the employees receive on average.



Historically, employee happiness has been negatively correlated with [organization size](#). If you have a smaller organization and the majority of your employees feel invisible, it's a cause for concern.

The Three Things You Need To Boost Employee Recognition

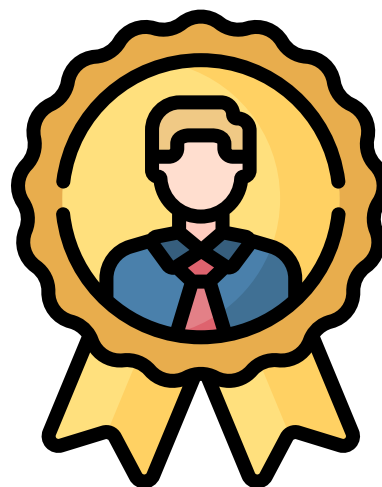
Here are some ideas to help you foster a culture where recognition for accomplishments — no matter how big or small they may be — becomes a norm:



01

Start an Employee Recognition Program

A solid employee recognition program can go a long way toward cultivating camaraderie and a feeling of belongingness in your organization. It's basically a framework (i.e., a set of policies and rules) that enables employees to give and receive recognition for their efforts — usually tracked using a point-based system.



To keep track of where your organization stands in terms of peer-to-peer acknowledgment, you should consider acquiring an employee recognition system that allows your employees to send, receive, and view compliments.

It doesn't have to be a complicated system. As a manager, all you need to do is to really show your employees that you're committed to acknowledging their efforts.

[Having a platform](#) that enables your employees to recognize each other can really help you establish a culture where even the smallest victories are celebrated.



02

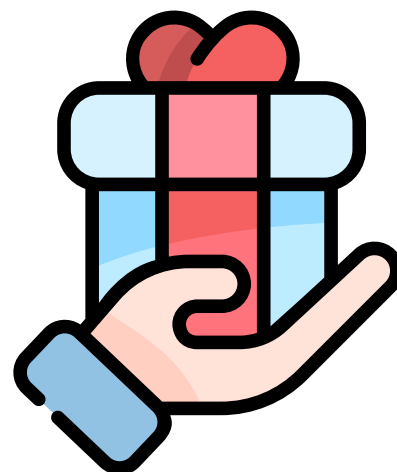
Give out Appropriate Rewards

From a psychological viewpoint, intrinsic rewards (i.e., the intangible perks that provide a sense of fulfillment and a boost to pride, such as public praise and promotions) leave a more lasting impact than extrinsic rewards (i.e., tangible and/or monetary rewards, such as cash bonuses).

But why choose between the two? Sometimes, a pat on the back just isn't enough. For that reason, you could consider pairing praise with a tangible reward, such as:

- Gift cards
- Corporate lunches
- Accolades
- Donations to charities of their choice (and/or matching donations)
- Trips to favorite destinations

Remember that personalization is key. The more thoughtful you are with your rewards, the more valued your employees will feel.



03

Recognize Publicly

Finally, make sure that you recognize your employees publicly. Employees, in general, prefer receiving praise in front of their peers as opposed to receiving recognition behind closed doors.

Make a habit of recognizing your employees in company-wide meetings, discussing their victories in Slack channels, and sharing their accomplishments on your company's social media pages.



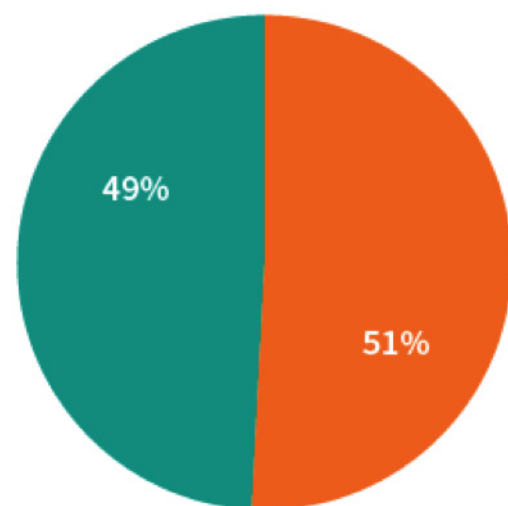
Clear Career Pathing Can Skyrocket Happiness and Make Employees Stay

No one likes uncertainty.

Having clarity on the future and knowing just how to get to the next level — whether in our careers or in our personal lives — can go a long way toward creating that peace of mind we all yearn for.

This is especially true for employees. If they're not certain about their futures in their organizations, it could affect their productivity, happiness, and, of course, their likelihood of remaining with that organization.

Is your promotion and career pathing clear to you?



Yes, absolutely

No, not really

We then took the responses of those same employees and matched them with how they rated their happiness levels.

How does clear career pathing affect employee happiness?



Does this mean that clear career pathing is the ultimate secret sauce for higher employee engagement and happiness?

Not exactly.

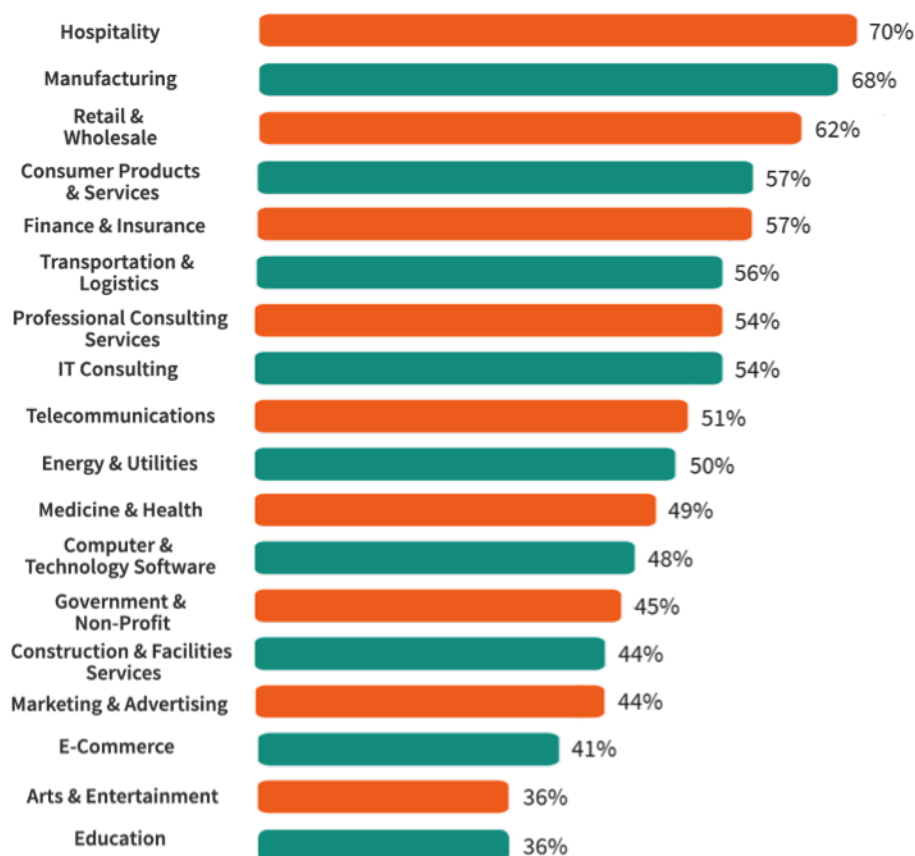
However, it is one of the many factors that come into play when affecting your bottom line. In other words, this “clarity” is just a piece of the employee engagement puzzle that, even by itself, can make a positive difference.

Whatever the case, career paths can be correlated with employee happiness, which, historically, has been strongly tied to employee retention.

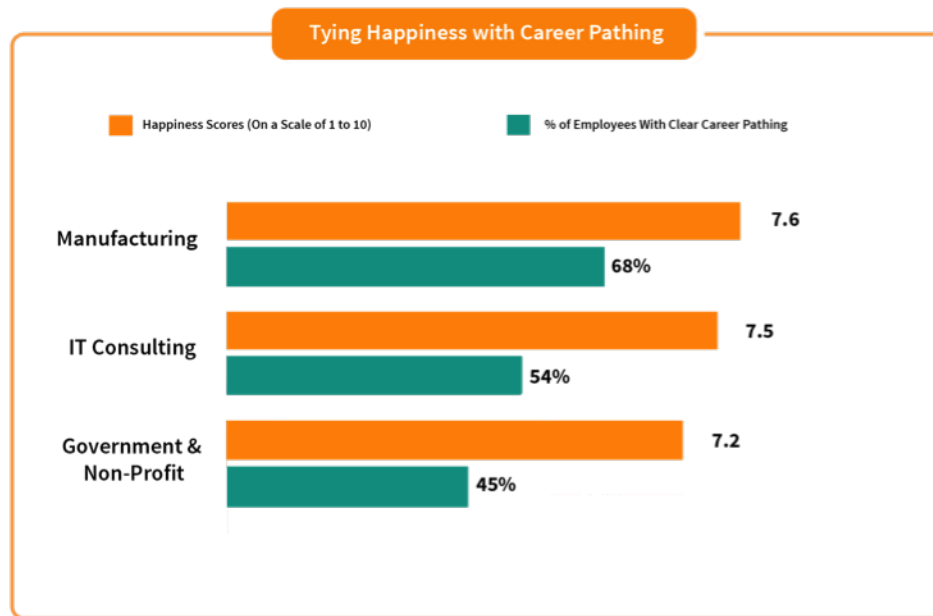
By connecting the dots, it's safe to say that investing in creating clear career paths/ladders and having managers share them with new employees can have a major impact when it comes to keeping them happy, satisfied, and retained.

Career Pathing by Industry

We went one step beyond that and ranked industries according to the percentage of employees who reported that they have clarity on career pathing.



For some industries, like Manufacturing, IT Consulting, and Government & Non-Profit, there is evidence that clear career pathing is correlated with employee happiness.



But how exactly does career pathing affect happiness levels?

For one, it removes the element of uncertainty from the equation.

Career pathing helps employees get clarity on where they currently stand and how to get to the next positions within their companies. When employers don't actively discuss career development, engagement levels take a dip and workers usually end up finding greener pastures.

In fact, nearly [86%](#) of employees quit due to a lack of career development opportunities.

Furthermore, career pathing gives employees the opportunity to achieve their personal goals by gaining the experience and developing the skills that they're after — all the while helping their employers achieve their strategic objectives.

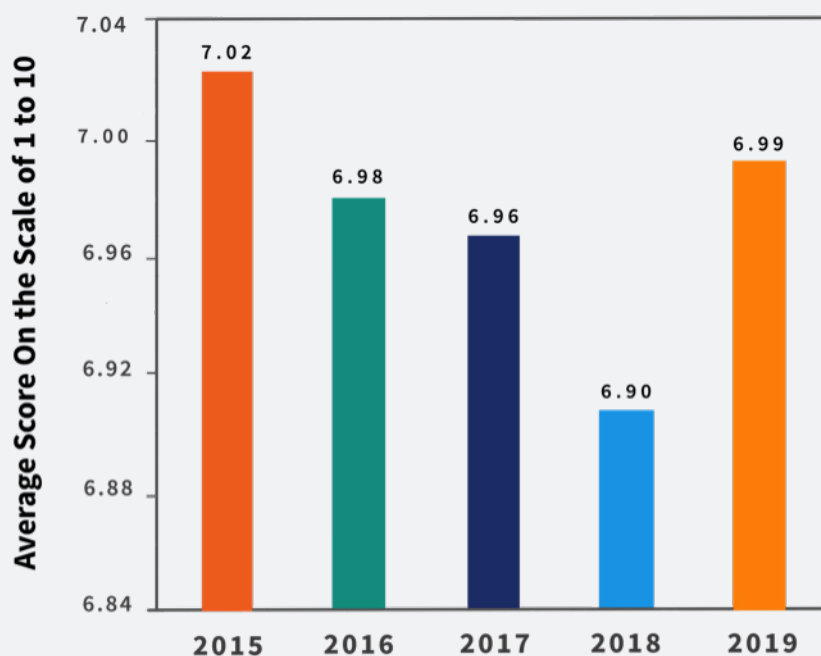
All in all, having a discussion with every employee in your organization about their unique professional trajectory is a win-win situation — especially if you belong to an industry or field with highly varied career paths.

Growth = Happiness, but with a Twist

In light of everything we've discussed above, it's safe to assume that opportunities for professional growth have some sort of a relationship with employee happiness.

The more opportunities an employee gets to excel within their organization, the more likely they are to remain happy and stick around.

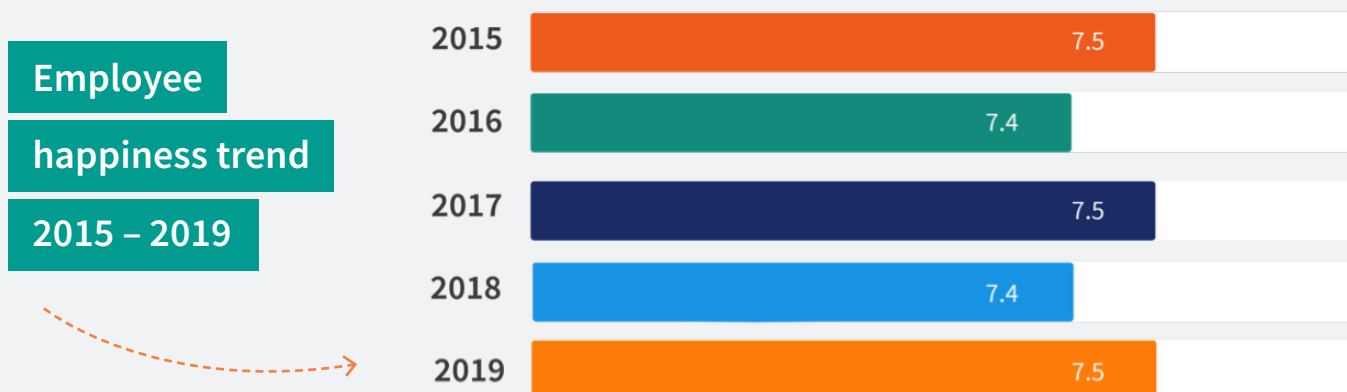
On a scale of
1–10, how much
opportunity do
you have for
professional growth
in this organization?



We've been plugging this question in our surveys since 2015.

The trend pointed downwards until 2019, when a sudden rise in positive responses was observed. The average score went from 6.90 (in 2018) to 6.99 (in 2019), which is quite significant.

This raises a question: “What does that have to do with employee happiness?”



When employees reported fewer growth opportunities in their organizations in 2018, the average happiness score was lower.

However, in 2019, when greater opportunities were reported, the average score went up.

This indicates that more opportunities for professional growth are one of the many factors that are tied to employee happiness.

Here are a few quick tips on sketching out a clear path for your employees so that they have a better idea of what their future in your organization looks like:

#1 Look at the trends in your industry.

What different positions do employees usually go through in your line of work? Consider them while shaping your ladder.

#2 Involve your employees in the entire process

Don't create career paths for them. The goals of your employees will vary. Therefore, you need to have a 1:1 with every single one of them and create a path that aligns with their interests and your organization's goals.

#3 Identify and provide training resources

Enable your employees to take the next step in their careers.

#4 Sketch out the entire path for your employees

Assign KPIs (such as a certain number of training hours finished, x number of years completed, and more), and have frequent [1:1s](#) to discuss their progress.



Money Can No Longer Buy Employee Loyalty. But This Can

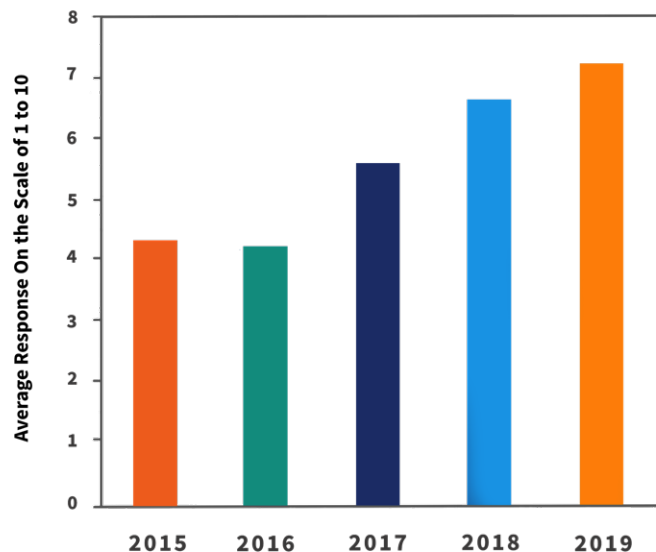
Contrary to popular belief, monetary benefits are not nearly enough to attract new employees — or retain existing ones, for that matter.

Over the years, the priorities of workforces around the world have shifted.

Besides, as we mentioned earlier, extrinsic rewards alone are not sufficient motivators of employee happiness — which, in turn, can determine retention.

You don't just have to take our word for it. One of the questions that we ask every year is related to salaries and how they affect loyalty.

On a scale of 1–10, how likely are you to stay at the company if offered a 10% salary increase somewhere else?



In 2019, the majority of employees are likely to stick around even if they are offered a 10% raise in their salaries elsewhere.

When compared to the last five years, this score has significantly increased, which could indicate that:

- The loyalty of the newer workforce isn't as strongly tied with monetary compensation.
- A greater number of organizations are realizing the importance of intrinsic factors, and thus focusing on giving employees challenging work, playing to their strengths, giving them a sense of ownership over their work, and more.
- More managers are focusing on fixing broken cultures, offering more creative freedom, and removing barriers in the way of professional growth.

**But whatever the case,
one thing is for sure:**

Organizations need a lot more than just the promise of a paycheck to retain their talent.

Why You Should Focus on Culture Instead (or Risk Losing Your Employees)

If there's one thing that makes the average modern employee stick around, it's company culture.

In our previous report, which looked at the data gathered in 2018, we found that most of the employees cited culture as the most important factor that influenced their decisions to leave their existing jobs for companies that paid 10% higher salaries.



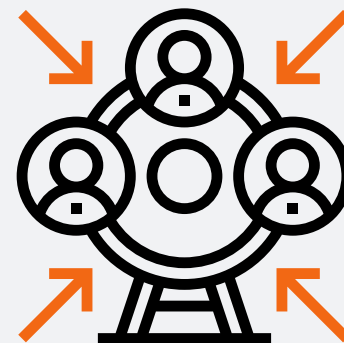
Here are some quick tips to help you plant the seeds that will sprout into a healthy culture.

01

Re-evaluate and Reinforce Core Values

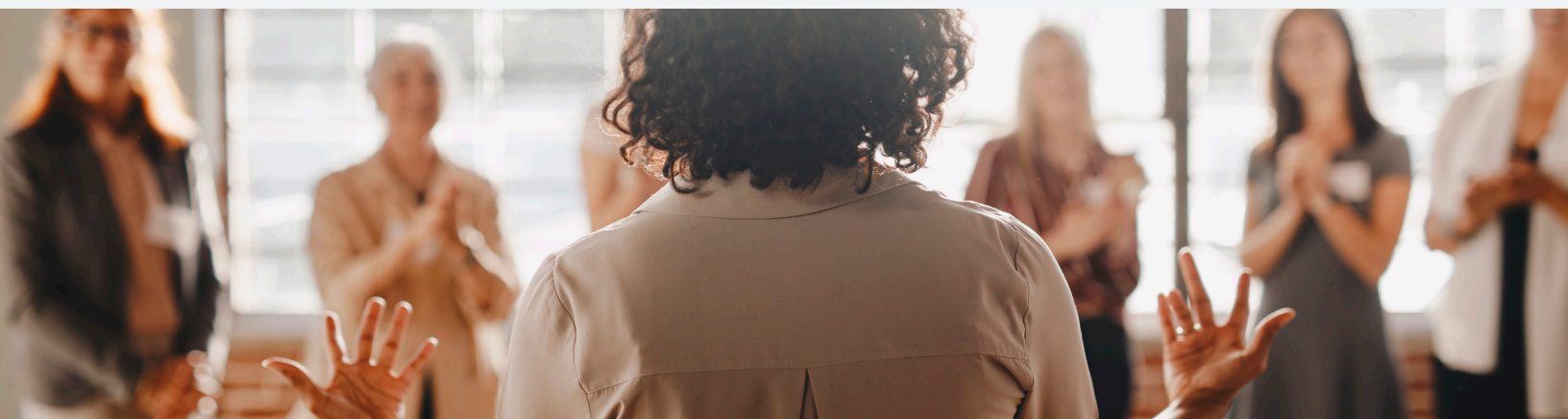
A company's list of core values is the cornerstone of its culture.

If the day-to-day actions and mindsets of your team do not reflect the core values your company is supposed to represent, you're going to have a tough time fostering the culture that you hope to establish.



Here's what you can do about it:

- **Revisit your existing list of core values.** If certain values do not align with your strategy, consider removing them (or create a new list from scratch).
- **Communicate those values through different channels.** But most importantly, encourage the leadership to reflect those values.
- **Encourage your employees to realize those values in their day-to-day work** through leading by example.



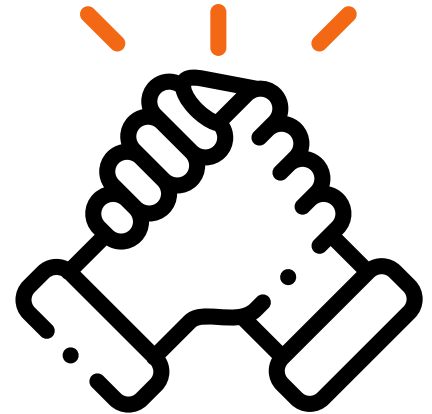
02

Focus on Building a Collaborative Team

A collaborative team is a tight-knit group of employees — sometimes across multiple departments — who communicate clearly, work on projects together, and just get along with each other.

This enables them to be more productive, come up with creative ideas related to their work, and cultivate a culture based on trust and mutual respect.

However, to get to this point, employees must feel connected to their colleagues and feel comfortable working together.



On a scale of 1–10,
how connected do
you feel to your
coworkers?

Industries	Average Response Score
Arts & Entertainment	8
Hospitality	7.8
Manufacturing	7.8
Construction & Facilities Services	7.7
Retail & Wholesale	7.7
IT Consulting	7.7
E-Commerce	7.6
Marketing & Advertising	7.6
Energy & Utilities	7.6
Telecommunications	7.5
Professional Consulting Services	7.4
Education	7.4
Computer & Technology Software	7.3
Medicine & Health	7.3
Consumer Products & Services	7.2
Finance & Insurance	7.1
Government & Non-Profit	7.1
Transportation & Logistics	6

On average, employees rated their relationships with their colleagues 7.45 out of 10, which is fairly good and aligns with how employee loyalty increased last year.

A great company culture and a collaborative environment go hand in hand. One can't exist without the other, and one of the universal traits of a strong culture is teamwork.

This means your employees should feel enthusiastic about collaborating on different projects, have each others' backs, and — most importantly — share a sense of mutual respect and trust.

To enhance this camaraderie, focus on team-building activities, which could include fun games and other non-work related activities.

03

Start with the Managers

The old corporate adage change starts at the top still holds true to this date.

If your managers aren't passionate about changing the culture and leading by example, you won't get anywhere. It's that simple.

For that reason, you must do whatever you can to foster change at the top of the chain of command.

At the very least, you can ask them to schedule 1:1 meetings with their subordinates.



Our data indicates that employees who rate the 1:1 meetings with their managers highly tend to be happier on average.

Therefore, encourage your managers to take time out of their busy schedules to have meetings with their subordinates to exchange feedback, praise them for their efforts, and build trust.

FREE EBOOK:

How to Run Inspiring and Productive 1-on-1 Meetings

DOWNLOAD NOW →

04

Hire the Right People

Molding people according to your culture is a lot more challenging than finding profiles that are fit for your culture (and, of course, the job description itself).

To increase the chances you hire the right people, make sure to include some questions that are related to your core values alongside competency-related queries in the preliminary round of interviews.



The Secret Sauce for Surviving the COVID-19 Pandemic When You're in Charge

A shift in workplace dynamics, furloughs, economic setbacks, and of course, an impending sense of doom — if there's anything that the COVID-19 pandemic has taught the corporate world, it's that existing strategies can become obsolete overnight, whether they're about employee engagement, operations management, or even recruitment and selection.

Naturally, employers in different industries that weren't open to flexibility and were not prepared for the social changes that resulted from the pandemic had it the worst.

But how did the majority of the organizations fare? Were they prepared to cope up with the COVID-19 situation? What are the top-most concerns of the employees?

Most importantly, what does the immediate future have in store for the companies?

To answer those questions, let's take a look at the four key findings of our data, discuss what it all means, and outline what you can take away from it.



01

Most Organizations Don't Need to Change Their Communications



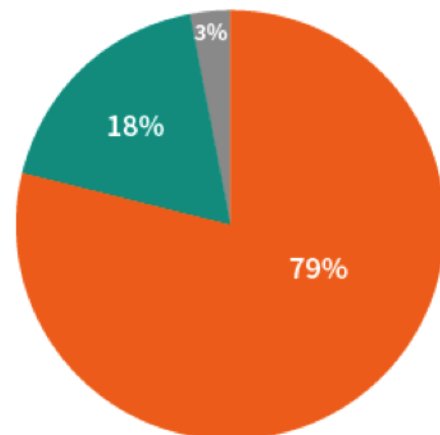
When the COVID-19 pandemic broke out and non-essential businesses were instructed to implement mandatory work-from-home policies, the biggest concern at the time was internal communication and collaboration.

While some of the forward-thinking employers were already managing remote teams from the farthest corners of the globe, others weren't used to this type of distant communication and lack of physical involvement.

The general assumption was that most organizations would struggle to maintain strong internal communication due to the employees not being able to physically come to the office.

However, that assumption was proven wrong when we asked organizations in different industries to put forward the following question in their employee surveys:

On a scale of 1–10, how
satisfied have you been with
our organization's internal
communication regarding
coronavirus / COVID-19?



Very Satisfied Somewhat Satisfied Not Satisfied

The majority of the employees felt that the internal communication of their organizations regarding COVID-19 has been satisfactory.

Many organizations across different industries are leveraging solid frameworks for internal communication to offset the obstacles caused by the pandemic.

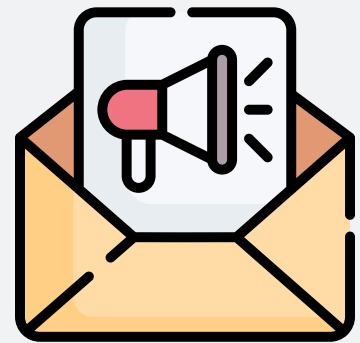
By doing so, they are able to collaborate with their teams, exchange feedback, and continue operating normally — despite working remotely.

Considering the above, if you're not implementing strong internal communication, you're potentially losing competitive edge in terms of engagement and productivity.

02

How to Ace Internal Communications for COVID-19

If you feel that your organization's internal communication has room for improvement, start with the following two areas:



Settle on the Timing and Frequency of Communication

Flexibility is important. But so are boundaries.

While this may not be applicable or important in all industries and cultures, it's important to share key information about the work, trends, and queries with your employees on a regular cadence.

Here's how it will help:

- Real-time collaboration will become a breeze, since all employees will actively look out for emails, messages, and calls during specific hours of the day.
- Your team can enjoy peace of mind as they won't have to worry about missing out on news regarding unexpected company-wide changes and other developments.
- Since all teams will log in at the same time, there would be less delays in communication, helping employees meet work-from-home expectations set forth by their supervisors in terms of productivity.

Additionally, advise managers and employees alike to control the frequency of their day-to-day communications, unless it's critical and/or the recipient is okay with it.

Leverage the Right Tools for Remote Communication

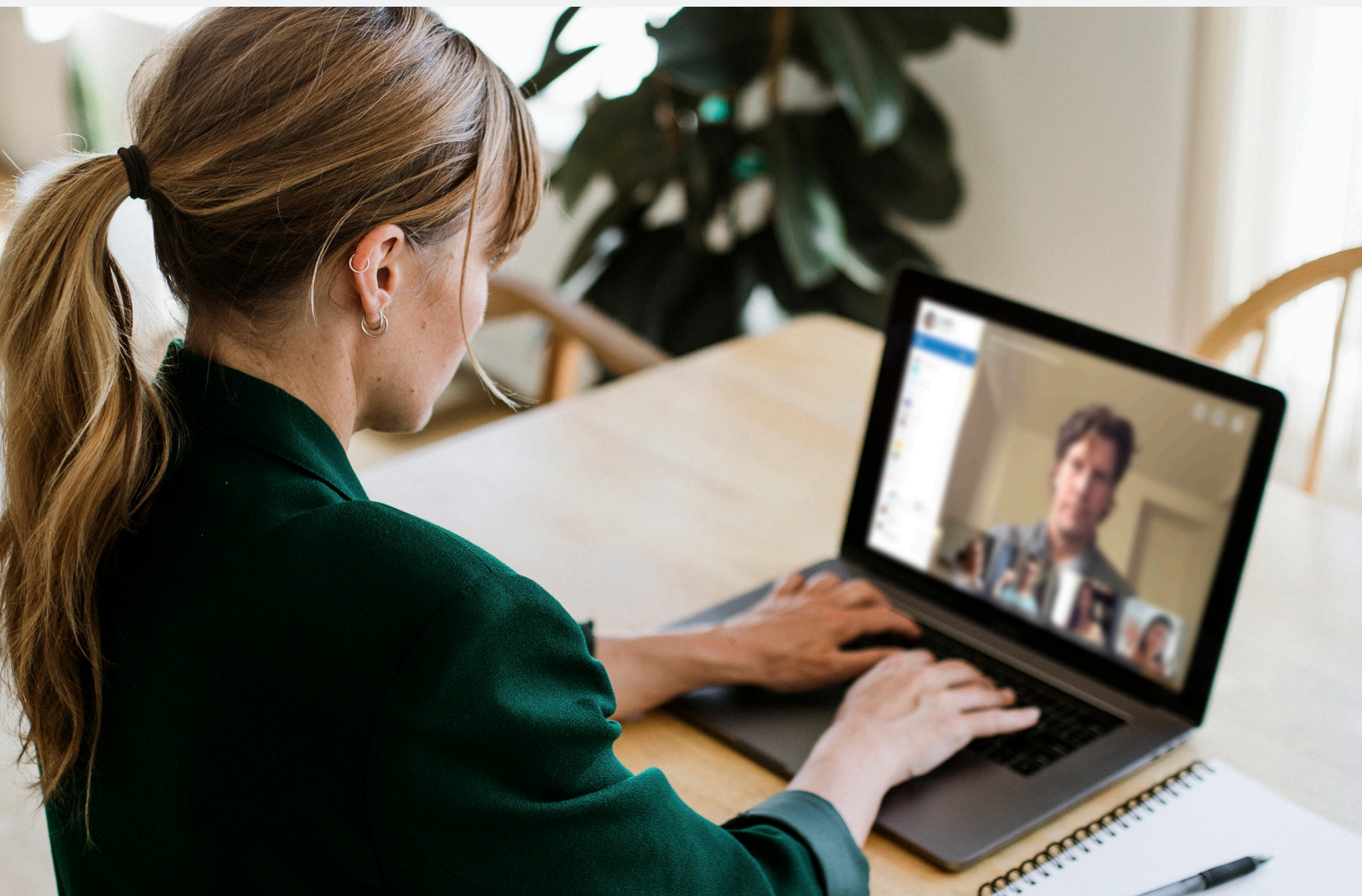
You can't just rely on email to maintain strong internal communication.

In times like this, a multi-channel communication approach is the best way to keep in touch with your employees and keep everyone on the same page. This could entail recording video messages, designating a certain time for all-hands meetings with the leadership to discuss status updates, and sending out weekly emails to all of your employees, to name a few.

Make sure that your team is using:

- **A Quick Messaging App:** You need something that helps day-to-day collaboration via quick public and private messages. Slack and Discord are two of the most commonly-used apps with those functionalities.

- ② **A Web Conferencing Tool:** You also need a platform where you can have your super-important team meetings and 1:1s to discuss feedback. It goes without saying that Zoom has complete dominion over this area currently.
- ② **Project Management/Collaboration Platforms:** Many organizations had been using one even before the COVID-19 pandemic. In case you haven't been using a project management tool, now is the perfect time to incorporate one. Trello, Asana, and Monday are three of the most popular apps.
- ② **Employee Feedback:** Last but not least, regardless of your industry and team size, you need a comprehensive dedicated platform that allows you to request, receive, and process feedback from your employees (that can be about anything).



03

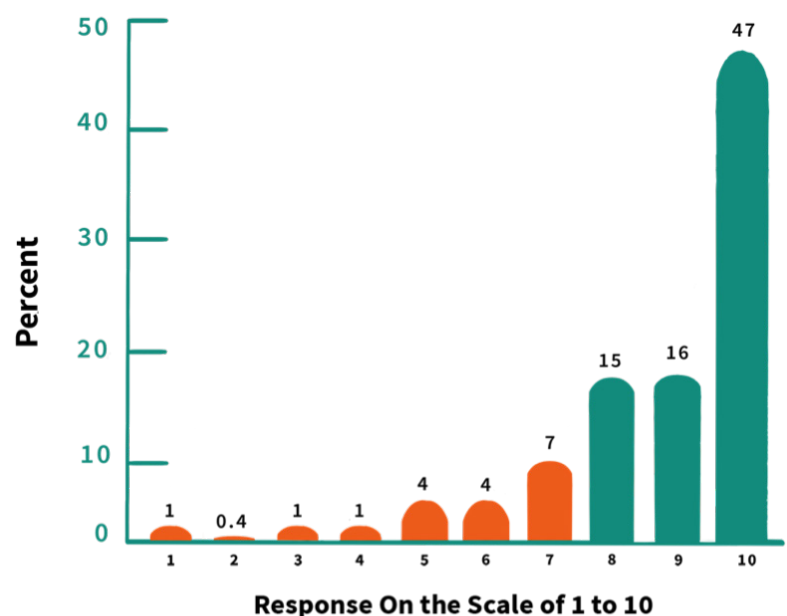
Most Employees Have Safe Channels to Share Their Concerns about the Pandemic

The uncertainty about employment, worrying about the economy collapsing, and a general fear about the novel coronavirus — everything has taken its toll on the mental health of individuals in all industries.

This raises an important question: Are organizations making enough efforts to emotionally support their employees in these difficult times?



Do you feel that you have safe channels to share any concerns regarding the current coronavirus pandemic?



Most employees reported that their organizations had safe channels in place where they could raise their concerns about the coronavirus.

Making the efforts to provide emotional and professional support to your employees during these times can go a long way toward fostering loyalty and guaranteeing retention in the coming years.

But how do you do that?

Here are some quick tips that should work for any organization:

- **Check on Your Employees:** This is easier to accomplish with a smaller team. Regardless, managers need to make a habit of checking up on their employees at least once a week to discuss any problems or concerns (or just have a heart-to-heart conversation). The conversations don't necessarily have to be about work. They can also be personal.
- **Create a Safe and Dedicated Channel:** If you're using a quick messaging platform such as Slack or Discord, create a separate channel that's only for coronavirus-related discussion. You can also create a separate email address (or employ a feedback tool) where your employees can share their thoughts and challenges regarding COVID-19.
- **Share Support Material:** Gather and share informative and support materials (published by a credible source, such as the CDC), lists of emergency contact numbers, and any other content on coping with COVID-19 with every member of your organization.



04

Employees Are as Productive at Home as They Were in the Office

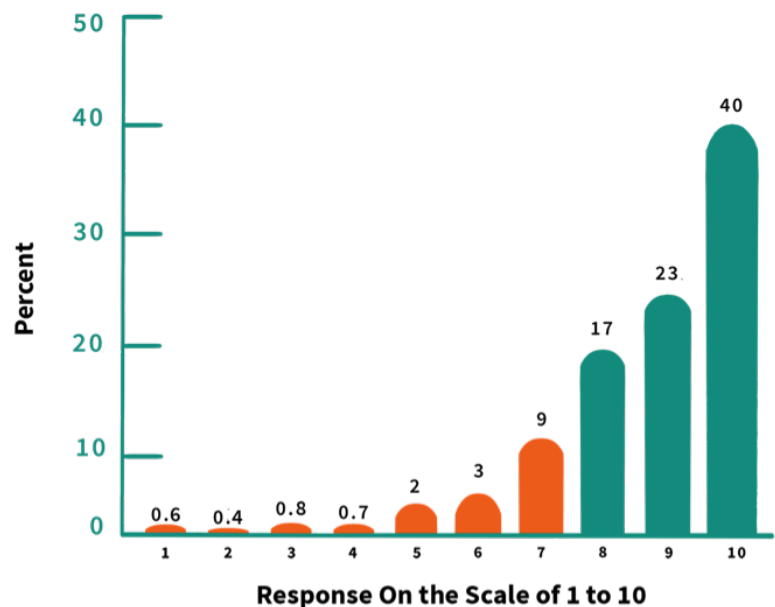
Another major concern for managers when the pandemic first broke out and offices were temporarily shut down was about maintaining (or improving) employee productivity.

Transitioning from the office to working remotely raised a lot of questions about efficiency and output.

However, our survey showed that employees feel just as productive working from home as they did in the office.



While working from home, I feel that I have what I need to remain productive and successful.



Most employees believe that they are as productive at home as they are usually at work. Furthermore, they also have the tools and the support they need to maintain those levels of productivity.

What You Should Do

In case the performance of your team has taken a dip due to the pandemic, ask yourself the following questions:

1. Are we facing an obstacle or unnecessary delays in communication?

Remove unnecessary protocols and formalities from day-to-day communication.

Employees should be able to reach out to their managers whenever they have to (within appropriate hours) with any questions, concerns, or feedback.

This goes both ways.

2. Do our employees have access to the necessary tools to fulfill their duties?

Your employees might not have the tools necessary to do their jobs at home.

Those tools could include:

- Computers/laptops/mobile devices
- Software stack
- Scanners and printers
- Work-friendly furniture
- Important documents

Allocate budget to help your employees acquire some of those tools or simply have them take whatever they need from the office.

3. Are we providing ample feedback to our employees?

Another reason your team's productivity is declining could simply be a lack of feedback.

Due to a change in the working environment, some employees might not realize that they aren't putting in enough efforts (at least not as much as they used to in the office).

Another reason could be related to mental health.

If you feel that a certain employee is slacking off despite having ample tools at their disposal, talk to them.

Share your concerns regarding their performance and then immediately invite them to share any challenges or problems they might be facing (a good 1:1 is a two-way street after all).



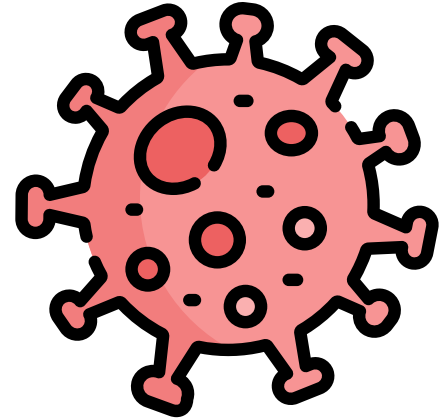
05

The Top Employee Concerns About COVID-19

Let's be honest: This pandemic has truly tested the patience and grit of managers around the globe.

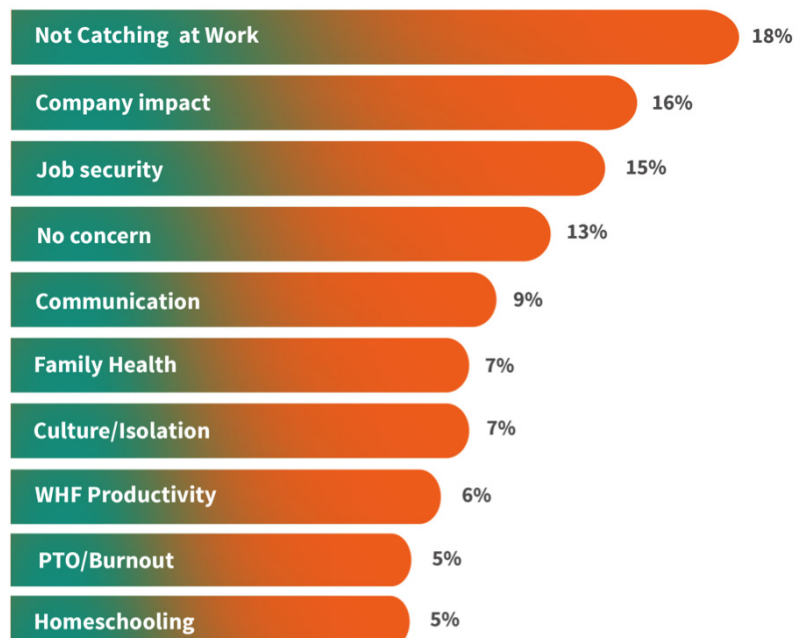
The trick for effective management during the COVID-19 crisis lies in listening to your employees and identifying their concerns about the pandemic.

We went ahead and ran a survey, so you won't have to.



What are the top
employee concerns
over COVID-19?

Top 10 Employee COVID-19 Concerns



Keep Calm: Here's What You Should Do to Tackle the Crisis

While things may not seem so great at the moment, look at the bright side: At least we now know what employees are most concerned about and can take the necessary steps to address them.

Here are the five things you can take away from our data:

1 Ensure a safe return to work

Let's get one thing clear: Things aren't expected to go back to normal anytime soon.

The way we socialize might change forever.

That said, you **MUST** take certain precautionary measures to prevent a breakout at your workplace. Take advantage of employee surveys if you can to ensure that your return-to-work plan addresses the concerns that employees have.



But if you belong to a certain industry where working from home isn't possible—such as manufacturing, construction and facilities, or logistics—do the following:

- Provide PPE for all employees returning to the office.
- Limit the total number of employees in the office and take the necessary measures to keep everyone at least six feet apart.
- Have someone check the temperature of all personnel before they enter the premises.
- Increase the number of paid leaves so that employees can comfortably call in sick without worrying about any consequences.

Send out employee surveys before and after returning to work so you can make data-driven decisions for a smooth transition.

More employee survey question templates to help you make better leadership decisions.

[READ NOW →](#)

2 Increase transparency

Besides the actual threat of catching the virus, employees are also quite concerned regarding the pandemic's economic impact on their companies and job security.

This uncertainty can bring down morale and affect the performance of your teams.

While you can't necessarily control the macro-economical factors from affecting your company, you can, however, remove some of the uncertainty for your employees.

The fix? Be more transparent about the company's performance (in terms of getting revenue and hitting other goals).



You can do this by:

- Sending out a weekly email blast that updates your employees about the progress the company made.
- Publishing a company-wide newsletter every month, highlighting achievements, potential issues, and other stories.
- Giving more feedback to your employees on their performance (or in other words, increasing the frequency).

3

Be more empathetic

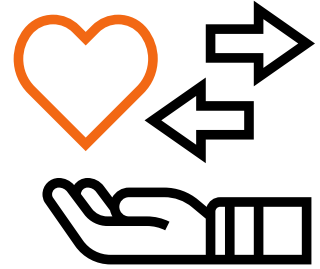
While productivity and hitting KPIs are all important, employers need to realize that we're all living in a real life-threatening situation.

Ditching the traditional 9-to-5 regime and adjusting to the new normal of WFH and deliverables hasn't been easy for everyone.

Furthermore, not everyone follows the same lifestyle at home. There are kids to manage, lawns to mow, and meals to cook.

For that reason, some employees are concerned about the paid-time-off policies in their organizations, whereas others are concerned about having to homeschool their kids and manage their jobs simultaneously.

But as a manager, what can you do to help?



While you certainly don't have to volunteer to do their house chores, you can have personal 1:1s with your employees where you discuss the day-to-day challenges they face when juggling work with personal responsibilities.

Don't just stop there. Go one step further and try to find a workaround for your employees to easily manage everything, such as allowing them to set their own working hours, evaluating their performance based on the work done (and not number of hours worked), or reducing the number of working days in a week.



4

Keep things interesting with team-building activities

Another major concern of some employees is being cut off from their colleagues.

During these difficult times, total or partial isolation from the outside world can be devastating — especially for someone who lives alone.

To bring a little normality back into the lives of your employees and maintain your culture, we recommend focusing on remote team-building activities.

**These could include:**

- Virtual coffee meetups
- Playing a multiplayer game
- Hosting an online show-and-tell
- Inviting employees to give a tour of their homes
- Playing virtual “Never Have I Ever”

That’s just the tip of the iceberg.

Check out our [ultimate list of team-building activities](#) for more ideas (some of them are perfect for remote teams)!

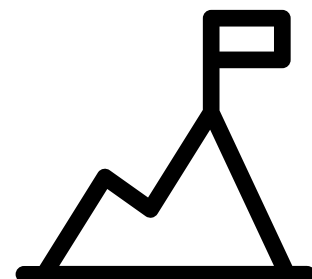
5 Be clearer about your expectations

If we haven't emphasized this enough already, employers need to start setting clear expectations for their employees regarding their performance.

This can be in terms of:

- The number of hours the employees have to work a day
- The goals they need to achieve for the day, week, or month
- Any changes to the standard operating procedures, which could be regarding communication or a core operation

Doing so will not only help remove some uncertainties regarding work for the employees, but also help employers achieve their strategic objectives. Everybody wins.



Conclusion

If there's one management lesson that this pandemic has taught us, it's that companies don't need fancy offices, Kombucha dispensers, or in-person collaboration to improve employee engagement and keep those happiness levels in check.

During COVID-19 and beyond, leaders must step up and prioritize the physical and mental well-being of their teams, stable communication, and ample recognition.

Here's what this entails:

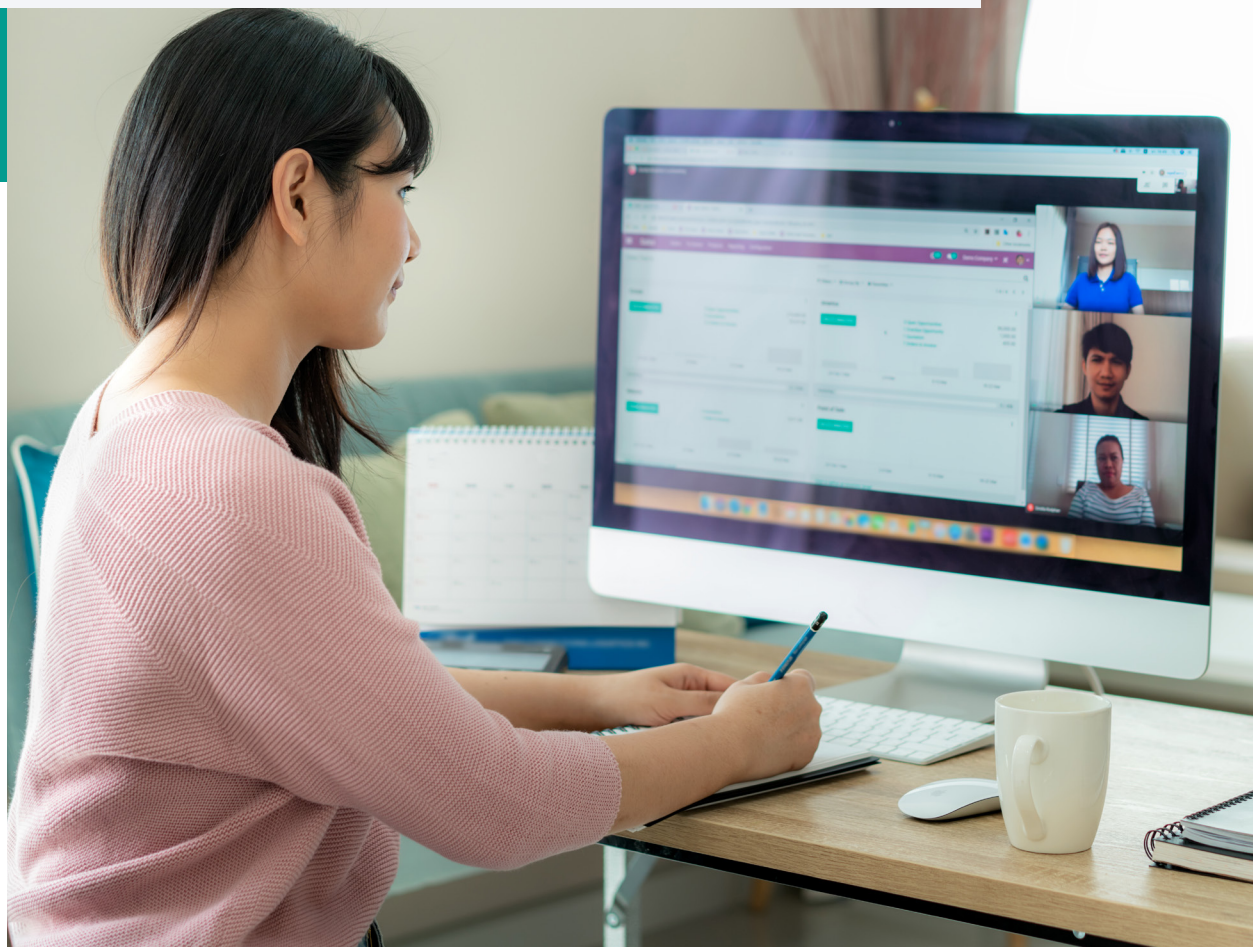
- Setting up a framework for effective communication for your remote employees.
- Doing all they can to provide ample recognition for the dedication and loyalty of their employees.
- Creating safe channels where their employees can voice their concerns regarding the COVID-19 pandemic.
- Providing their employees with the tools they need to be productive and hit their daily targets while working from home.
- Fostering or maintaining a culture based on mutual respect, hard work, and other positive values of their organizations.
- Enabling professional growth and laying down clear career paths for their employees.



Considering all of the above, one thing's certain: Post-COVID, the traditional 9-to-5 culture could permanently change for many organizations.

Even after the pandemic subsides, companies should consider continuing remote work and evaluating performance based on the daily deliverables — rather than the number of hours put in by the employees.

If employers want to build the best company possible — one that's positioned to thrive regardless of what the future holds — they need to embrace the new normal of what work will look like in the post-COVID world. By giving employees support, transparency, recognition, and the tools they need to succeed, organizations can build happier businesses that have happier customers and healthier bottom lines.





Get in touch with one of our employee engagement specialists
or simply start a **free trial** of the TINYpulse platform.

Start a free trial