

CORPORATE LIFE

By Saba Adil

Less than half of the Indian workers in a survey have said that they feel fully committed or engaged with their current employer. According to a survey conducted by Kelly Global Workforce Index (KGWI) last year on 'Engaging Active and Passive Job Seekers' indicates that only 41 per cent of the respondents in India said they were 'totally committed' to their current employer. The survey numbers may not sound promising from an organisation's point of view.

An employee can be called as successfully engaged within the company if he/she participates full throttle towards the organisations' activities, reputation and interests and is ready to go over and above the regular call of duty to benefit the company.

While team building activities, rewards and recognition, training and employee development initiatives are the prevalent forms of employee engagement programmes, there is scope for much advancement in this area. Engagement first starts with the job and the work culture/environment of the place.

For individuals to be truly engaged with their work and take pride in it, organisations must not only ensure that an employee's work is meaningful and in line with the organisations vision, but also that they receive regular and constructive feedback, are given op-



DRIVEN BY CULTURE

WHILE TEAM BUILDING ACTIVITIES, REWARDS AND RECOGNITION, TRAINING AND DEVELOPMENT INITIATIVES ARE THE PREVALENT FORMS OF EMPLOYEE ENGAGEMENT PROGRAMMES, WORK CULTURE TOO, CAN BE A CRUCIAL DRIVER OF EMPLOYEE ENGAGEMENT

portunities for professional development and have a work culture that motivates them to perform their duties with commitment.

LEADERSHIP ROLE

Most studies show that a key employee engagement driver is the actions of senior leaders. Leaders, as they are perceived to embody the organisation's values, are key in insuring that their work

culture promotes the organisation's vision. By setting examples for employees who look up to them for guidance, empowering employees by making them feel valued and providing them platforms to voice grievances and acting upon them, leaders can greatly influence an employee's attitude towards work.

To rebuild your company-culture successfully, organi-

sations need to first define their ideas on a suitable company culture by giving their employees a frame of reference. Instead of leaving the organisation's work culture open to interpretation, companies must ensure that every employee can successfully articulate a predefined idea of what employers expect their culture to represent. A 360 degree communication approach of using

emails, SMSs, banners, posters, etc, which capture employees' attention can help them frame a work-culture that is in line with the organisation's vision.

DEFINING CULTURE

While culture may seem a nebulous concept that escapes any form of quantification, the fact is that culture can be quantified, and one can develop tools to track and measure it. While what an ideal company culture constitutes may differ from one company to another, employers can use surveys to get inputs from employees and track their progress to gauge what cultural tools can best complement an employee's work output.

If organisations don't have a processes in place to maintain their culture and track worker's behaviours, they risk facing the consequences of having a dissatisfied work-force. Everyone in the organisation needs to be aligned with the company's defined work-culture and companies must coach their staff to think about how culture affects business. Organisations must keep in mind that creating a culture is a process that takes time. This is particularly true in larger organisations. Hence, companies can start overhauling their working environment by laying down parameters that constitute an ideal workplace and being persistent on coaching employees about it until they start to see actionable changes.

(The author is talent head, AEGON Religare Life Insurance)



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HR MANAGEMENT

Aparna Sharma, Country Head, HR, Lafarge recently launched her book, 'Reality Bytes - The Role of HR in today's world' that focuses on the management of human resources and how the HR contributes to effective talent management. The book, published by the Vishwakarma Publications, was launched by Prasad Menon, Chairman, Tata-SIA Airlines, Adil Malia, Group President, HR, Essar, Services India Ltd, and Prabir Jha, President and Group CHRO, RIL. "The single-most competitive edge for any organisation is its 'people'. From recruitment to retention, competency mapping to rewards, and finally, best policies for succession and exit, the job profile of an HR professional is to get maximum value and insight into their roles", explains the author.

GET IN TOUCH

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Q I have completed a three-year diploma in interior designing along with a BCom degree. I also

worked for a few years before taking a break. I wish to start freelancing. Please guide.

— Ashar

A Get in touch with your previous workplace or clients for further references as well as apply to architectural/ construction/ interior design firms to secure a job. In the mean time, spread the word amongst your contacts and also register with various job-sites. Also, it is important to be positive and innovative in this field.

Q I have been unable to pass the SYBSC exam. I am now pursuing a course in computer hardware and networking. I wish to become a network administrator. Can I make a career in the same without graduating?

— Ansari

A Ideally, you should complete your graduation (any stream) and also enroll for certificate programmes offered by CISCO to make a career in this field.

Q A B.Tech (Biotechnology) graduate, I wish to make a career in biotech but am unable to secure a job in Mumbai. I have sent my resumes to a number of companies but have not heard from them. Please guide.

— Lavanya

A You need to apply in various biotech, pharmaceutical companies which have their R & D/ units in cities other than Mumbai. Be open to relocate to another city as well. You can also register yourself with various job-sites/ placement agencies in and around Mumbai.

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