



## Engaged staff an asset as tables turn



Simson

EMPLOYEE engagement is a top-down process. It must originate from the top and percolate to all levels of staff, says Naomi Simson, chief executive of online gift retailer RedBalloon.

“Authentic leadership is a must,” Simson says.

“Employee engagement is a journey. It won’t happen overnight,” she says. “Instead, it’s a step-by-step process that any company can achieve.”

RedBalloon made a strong impression with an engagement score of 97 per cent in last year’s Hewitt Best Employer Study. The Australian average in the study was 54 per cent.

“The current economic situation is affecting all businesses one way or another,” Simson says. “Recruitment is not taking place and redundancies are common. This means it is important that your employees are as engaged and productive as possible during this period to ensure that you can continue growing with fewer resources.”

Engagement is about actions reflecting the company’s brand values, Simson says.

“Are your employees noticed? Are they enthusiastic enough to answer that last email before they walk out the door? The key to engaging people, and getting them to go the extra mile, is recognition. It is important that employees feel like winners and have a clear understanding of what their role is within the company.”

Simson is one of the speakers at the Australasian Talent Conference, scheduled to take place in Sydney from May 5 to 7. Conference details at [www.atcevent.com.au](http://www.atcevent.com.au).