

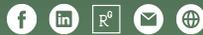


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CHAPTER 5: COMPANY ENGAGEMENT

TRADE MARKETING

DINH Tien Minh (Ph.D.)



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OBJECTIVES

- 1 An understanding of An Employee Engagement Strategy
- 2 Applying theory to analyze business situations



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TABLE OF CONTENTS

- 1 An Employee Engagement Strategy
- 2 Examples of Employee Engagement Strategies
- 3 Differences Between Sales Forecast, Sales Plan, and Sales Target



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1 WHAT IS EMPLOYEE ENGAGEMENT?

- The concept of employee engagement **was first proposed by Kahn (1990)** as the harnessing of organization members' selves to their work roles; self-employment and self-expression of people physically, cognitively, and emotionally in their work lives.



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1 WHAT IS AN EMPLOYEE ENGAGEMENT STRATEGY?

Employee engagement strategies are about creating an environment in which engagement is more likely to flourish. Essentially 'employee engagement strategy' means increasing the likelihood that employees will **establish a positive emotional connection with your organization.**



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1 WHAT IS EMPLOYEE ENGAGEMENT?

- How the organization's members devote themselves to work, including **not only cognition but also the flexible application of emotions and behaviors** (May et al, 2004)
- Employees' organizational identity, dedication, absorption, vigor, pleasant harmony (Liu, 2016)



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1 WHY IS AN EMPLOYEE ENGAGEMENT STRATEGY IMPORTANT?

53%

they would stay longer at their company if they felt more appreciation from their boss.

81%

they're motivated to work harder when their boss shows appreciation for their work.

This survey of more than 2,000 U.S. adults was conducted online in 2013 by Harris Interactive on behalf of Glassdoor.



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1 WHY IS AN EMPLOYEE ENGAGEMENT STRATEGY IMPORTANT?

A STUDY CONDUCTED BY TALEO RESEARCH IN 2009

Organizations with highly engaged employees enjoy **26% higher revenue per worker**, and that such organizations deliver **13% greater total returns to shareholders**.

Not only does engagement make employees more productive, but they feel more inclined to recreate the value they are given.



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1 WHY IS AN EMPLOYEE ENGAGEMENT STRATEGY IMPORTANT?

The implementation of **an effective employee engagement strategy** will:

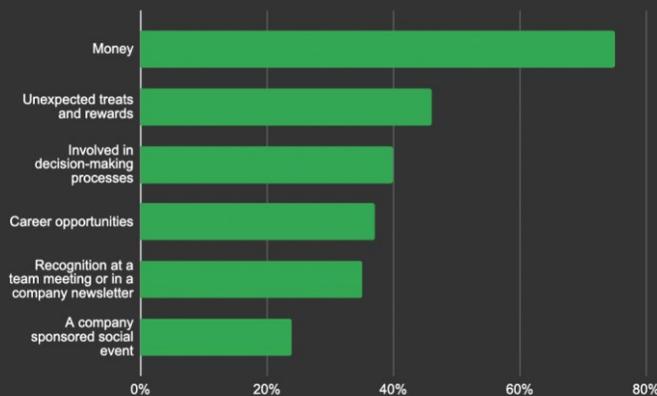
- Heighten productivity
- Improve employee wellbeing
- Improve job satisfaction
- Make employees happier
- Heighten business connectivity
- Improve employee retention



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1 WHY IS AN EMPLOYEE ENGAGEMENT STRATEGY IMPORTANT?



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2 EXAMPLES OF EMPLOYEE ENGAGEMENT STRATEGIES



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2 EXAMPLES OF EMPLOYEE ENGAGEMENT STRATEGIES



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SALES FORECAST, SALES PLAN, AND SALES TARGET

- **Sales forecast**, is defined as a projection into the future of expected demand, given a stated set of environmental conditions.
- **Sales plans**, is defined as a set of specified managerial actions to be undertaken to meet or exceed the sales forecast.
- **Sales target**, is defined as sales goals that are established to provide motivation for sales and marketing personnel.



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THE END



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