



## CHAPTER 5: COMPANY ENGAGEMENT

# TRADE MARKETING

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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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## 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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## 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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## 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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## 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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## 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



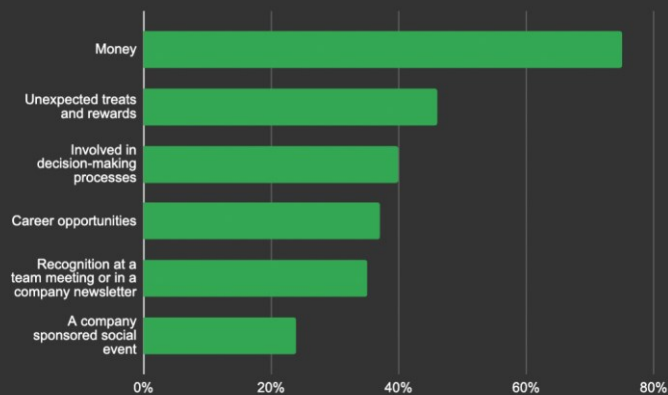
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## WHY IS AN EMPLOYEE ENGAGEMENT STRATEGY IMPORTANT?



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*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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## EXAMPLES OF EMPLOYEE ENGAGEMENT STRATEGIES



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## 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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