

DO YOU KNOW YOUR STAFF?

Or more importantly, do you know what they really think of you?

These days it can be hard to recruit quality staff; so is it not worth taking the time to check that your current staff are happy working in your company?

Perhaps by making a few simple changes you can minimise the likelihood of them leaving to join your competitor.

EMPLOYEE ENGAGEMENT SURVEY

We did just that by engaging with the Lighting Industry Association (LIA) who put together a confidential Employee Engagement survey and administered it.

To ensure anonymity and fairness we asked the LIA's Research Department to compile the questions, send them out to our employees and measure their responses. To ensure that we had a good level of responses, we offered an incentive to our employees to encourage them to participate! Which really worked!

SO WHAT DID THE SURVEY REVEAL?

Without a shadow of a doubt they asked for more money, but that is no real surprise! I would have felt disappointed if they hadn't!

However, the exercise highlighted that the team felt that our routine staff briefings and company updates had helped to keep most people in the picture of how the company is doing and perhaps more importantly, where it is going. It also showed that many our staff wanted to improve their standing in the company through learning more skills.

Thankfully, overall the survey indicated that our staff were happy to be part of the Fern-Howard team but they did go on to highlight a few areas where we could make changes and improve their working environment.

The fact that we asked them what they thought of being a Fern Howard employee had a great effect – but you do have to be prepared to hear some 'home-truths'.

ACTION FOR THE FUTURE

At the basic level the exercise showed them that we really do care. The key will be when we do it again in 12 months time to see if we have improved - if we have not done anything then I'm sure they will let us know and that will be an issue, BUT not as big an issue as recruiting more replacement staff because we haven't actioned any of the responses within the survey!

GET YOUR STAFF INVOLVED WITH THE EMPLOYEE ENGAGEMENT SURVEY

This is a new service offered by the LIA which is exceptionally good value, especially when you compare it to the cost and risk of recruitment. As for the Fern Howard Management Team, we learnt a lot too – feedback can sometimes be brutal but in the end it has proven to be a great success for us - I would urge you to get involved!



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To find out more and to sign up for the LIA Employee Engagement Survey [click here](#)