

Staff engagement a key factor for your work culture

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Corporate Challenge Events offers 38 different team building programs including charity-based events, all of which can be tailored for the needs and objectives of all clients.

Staff engagement is one of the three key ingredients in a great workplace culture, according to team culture expert Dwain Richardson of Corporate Challenge Events.

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â€œImagine working with a team of employees who are fully engaged, have an attentive focus and possess an active willingness to work towards the goals of the organisation,â€• said Richardson.

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â€œNow imagine the culture with all employees engaged - positive, inspiring, empowering and successful are a few words that spring to mind.

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â€œThat is why engagement is a vital ingredient in creating a positive workplace culture.â€•

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From Richardsonâ€™s experience working with companies and teams of all sizes in Australia and New Zealand for the past two decades, he believes a successful work culture requires a focus and commitment to three key elements.

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â€œI call them the 3 Es â€| education, engagement and environment,â€• he said.

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The second â€Eâ€™ is engagement which Richardson refers to as â€œbeing involved and invested in the team you are inâ€•.

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Richardson has released an eBook entitled [â€How to create a positive team culture for success](#) â€™ which provides tips and strategies on how education, engagement and the environment can transform a workplace culture.

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These are six strategies that Richardson recommends for greater engagement within teams.

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1. Team building activities

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â€œA well planned and executed team building program will not only lift the energy of your team but allow individuals to experience each other outside of their normal work environment. Team building activities can also be creative ways to develop ideas or strategies for the business.â€•

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2. Performance-based Christmas celebrations

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â€œSet some tiered goals for your team to aspire to for the year ahead and promote various incentives for attaining each tier. If achieved, the rewards can be tied into your corporate events planning and announced at your workplace Christmas party.â€•

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3. Public acknowledgement

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â€œAcknowledge a job well done during team meetings.Â Recognition of success in front of peers can be a continual form of motivation and inspire others to follow.â€•

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4. Social media group

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â€œHarnessing the popularity of social media, create a closed Facebook group for your organisation that only staff are invited to join. Encourage your team to share what they do to promote a positive culture at work.â€•

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5. Team lunches

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â€œOn a regular basis, organise a team lunch. It may be in your lunch room, taking advantage of the great outdoors or visiting a local restaurant. You could consider a roster for groups of staff so

they take it in turns bringing plates for everyone to share.â€•

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6. Innovation projects

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â€œCreate small project teams that involve staff interested in that particular project even if it is outside of their general area of employment. Focus these projects around the future of the business and allocate time for these teams to work on them.â€•

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For more information on these engagement strategies, visit www.corporatechallenge.com.au or www.corpchallenge.co.nz to download the free eBook.

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Corporate Challenge Events is a leader in team building activities, corporate events planning and corporate training across Australia and New Zealand with offices in Melbourne, Perth, Sydney, Brisbane, Gold Coast and Auckland.

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