

EMPLOYEE ENGAGEMENT-A LEADERSHIP CHALLENGE

J. ARPANKUMAR

Director, Hyderabad School of Business, Achyutha Co-Operative Society, Banjara Hills, Hyderabad,
Andhra Pradesh, India

ABSTRACT

The best leaders understand that when employees are engaged, people productivity, people performance, financial performance and customer satisfaction all improve because employees become more motivated to contribute to the organization's success and more willing to put in extra effort to accomplish tasks that are central to the corporate goals. Employee engagement is a means to an end. That is, organizations that want to drive high levels of business success need motivated and engaged employees to get there. To instill higher levels of engagement, leaders need to be very aware of the impact of their own behavior. A leader's attitude and behavior determine whether an organization has an engaged workforce or not. In other words, what leaders think and feel and say and do has a profound impact on employee satisfaction, enthusiasm for their work, desire to do their best, and commitment to go beyond their job descriptions every day.

KEYWORDS: Goal Clarity and Direction, Leadership of Integrity, Visionary Leader, Emotional Quotient, Leadership and Relationships, Leadership into Shareholder Value, The Economic Crisis, An engagement Challenge