





START INCREASING EMPLOYEE SATISFACTION TODAY



3 Reasons
You Want
Your Team
To Be Happy,
And 7 Ways
To Make Sure
They Are



Your employees are the face of your business. Whether you provide one-time transactions or develop ongoing relationships, your employees are the people selling your products or providing your services. Directly or indirectly, they affect the success of every deal that you do.

So employee happiness isn't just a fluffy perk – it can affect your bottom line.

3 Reasons You Want Your Team To Be Happy



1 Improved Customer Loyalty

A positive working environment has a ripple effect that your customers can feel. Happy, engaged employees provide an excellent customer experience that makes your customers want to continue their relationship with you.

2 Improved Talent Retention

Unhappy employees are more likely to start looking for new jobs. Hiring and training are expensive and disruptive to your processes. In today's increasingly competitive market, reducing employee turnover needs to be a priority.

3 Improved Success In Meeting Business Goals

High-impact ideas come from employees who are engaged in their work. Nurture their creativity and motivation, and it will pay off with positive results in innovation, productivity and effectiveness.

7 Ways To Make Sure Your Team Is Happy



Every company has its own unique culture, and the specific tactics you use to increase employee morale will reflect that culture. But these seven overall strategies can serve as the basis for you to develop those tactics.

1 Share The Vision

Your company probably has a mission statement; treat it as a living document. Make sure your employees understand the organization's overall vision, as well as their own place in working toward that vision. This helps them feel like what they're doing is more than just a job.

You can also keep that mission top-of-mind for your team by regularly sharing client success stories, so they can see how what they do has an impact.

2 Maintain Transparency

Treat your employees with respect by sharing information with them. Have you gained (or lost) a major client? Are you launching a new product? These changes will often affect the workloads of staff far beyond those directly involved in the project in question, so let the team know.

Also be clear about internal processes, such as the grounds for promotion. Whether it's the result of secrecy or just a failure to explain, lack of clarity in the workplace can lead to rumors, which can lead to unhappiness.

3 Set Goals And Provide A Career Road Map

Employees need to know they have room to grow. Provide every employee with a road map of how their careers can develop with you, and set short- and long-term goals to help them get there. Those personal development goals will motivate your employees to work harder and help the business grow.

4 Offer Regular Feedback

Once you've set the goals, meet with each employee regularly to track their progress toward those goals. The use of trackers or feedback tools within your HR solution lets the employee access this feedback on a regular basis; it can also be used as part of the employee's scheduled performance reviews.

5 Celebrate Accomplishments

Areas for improvement should be discussed with the employee privately, but successes should be shared with the team. Whether it's enthusiastic feedback from a client, a promotion or the completion of a major project, let your employees know that you appreciate them by sharing the news with the team. Feeling that their accomplishments are recognized and appreciated adds to their feeling of satisfaction.

6 Recognize Your People As People

Don't just recognize work milestones; recognize personal milestones as well. Celebrate birthdays and send congratulations on weddings and births. Announce significant personal successes – such as competing in a marathon, finishing a college degree or being recognized by a volunteer organization – so coworkers can offer their own congratulations.

7 Have Fun

Provide opportunities for team members to get together and talk to each other about non-work subjects. Even if your company doesn't have the budget to stage a spectacular event, you can organize a potluck lunch, schedule a happy hour or stage a Halloween costume competition. Make sure everyone is invited to these events, and make it easy for people to participate.

Happy employees are more productive, more creative and harder working, and they're more apt to stay with their company. Your relatively minor investment in employee morale can have a significant, long-lasting ROI.



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OrangeHRM Office Locations

HEADQUARTERS

538 Teal Plaza
Secaucus, New Jersey 07094
USA
+1-914-458-4254

New York

235 W 48th Street
Suite 12G
New York, New York 10036
USA
+1-914-458-1004
+1-914-458-1001

Texas

3150 Premier Drive
Suite 110
Irving, Texas 75063
USA
+1-469-432-7846

UK / Ireland

Suite 17, The Cubes Offices
Beacon South Quarter
Sandyford Business Park
Dublin 18, Ireland
+44-020-8133-4254

Canada

Toronto, Canada
+1-914-458-2998

Singapore

Block 141 #14-23,
Bukit Batok Street 11
Singapore
+1-914-908-4886

México

Lomas Quebradas,
Mexico City
+521-554-843-0674

Sri Lanka

No 57, Bandarawatta Road
Katuwawala
Boralesgamuwa, Sri Lanka
+94-11-205-7803

Global Technical Support

+1-914-908-4886



www.orangehrm.com