



# A Step-By-Step Guide to Enabling Employees To Feel Heard & Valued

Want to understand what employees need to feel like they matter? **Ask them!**

No two workplaces are the same, and no approach to valuing employees is universally effective. Effective leaders know listening to employees sets the stage for success. It takes just a few steps – and a few of the right questions – to show employees you truly value them.

## **STEP 1:** Customize your care plan

**Ask:** What do you need to do your best work?

Everyone wants to be seen and heard for who they are and how they contribute. This is true for any relationship, but in the workplace, feeling valued translates to longer retention, better engagement, and a stronger bottom line.

Employees who feel their company cares for them **are 9x more likely to stay at their company** for three or more years.<sup>1</sup>

By asking employees their preferences, needs, and opinions, you're communicating to them that their feedback matters. Further, by ensuring accessibility, respecting diversity, and promoting inclusion, businesses give every employee an equal opportunity to excel in their position.

<sup>1</sup> [The Science of Care, Limeade](#)

## **STEP 2:** Plan for a future together

**Ask:** How can I help promote your growth?

Every employee plays a role in the workplace, but it's important to remember that once they clock out, a whole life exists behind the scenes. Leaders who listen are better equipped to help an employee grow their skills at work while also nurturing their growth as a *whole person*.

Understanding where professional development, organizational success, and personal satisfaction overlap puts growth centerstage for the employee – and the team.



### STEP 3:

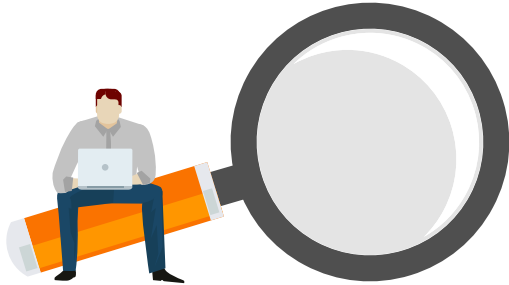
## Identify each team member's "why"

**Ask:** What does success look like to you?

It's essential to learn how the individuals on your team measure success so they can fully participate in the success of the organization as a whole. To understand where the success of the individual fits in with that of the team, you need to ask.

**96% of employees want to be able to give at least some feedback.**

Asking employees about their motivations and personal goals can shed light on where employees find the most meaning at work and how their everyday experience reflects a shared vision of success.



<sup>2</sup> [Feeling Heard: Experiences of Listening \(or Not\) at Work. Kriz et. al. \(2021\)](#)

<sup>3</sup> [An analysis of employee recognition: Perspectives on human resources practices. \(Brun & Dugas, 2008\)](#)

### STEP 4:

## Listen and prove it

Showing you are listening *now* as well as presenting new opportunities to listen helps you advocate for the unique needs of team members and informs decisions to improve the work experience *and* the bottom line.

Acting on feedback communicates to employees that what they say matters and that their perspectives are part of the company's overall vision<sup>2</sup>. When listening and feedback are part of the day-to-day, the focus on shared priorities presents more opportunities to recognize and build a successful business...together<sup>3</sup>.

### Where do you gather feedback?

- Group meetings
- One-on-one meetings
- Performance reviews
- Email, phone calls and instant messaging
- Suggestion box submissions
- Surveys
- An engagement management tool, such as TINYpulse

